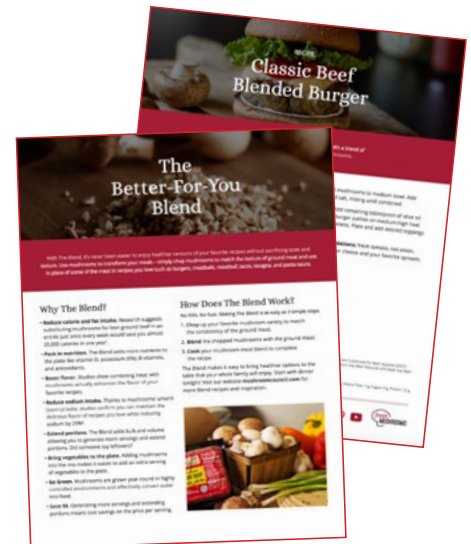


The Blend Demo Guide

We're here to help make your in-store Blend demo as seamless as possible, which is why we created this demo guide to empower you with the resources and messaging you need to make this promotion a hit with shoppers!

Tips and Techniques

- Prepare burgers ahead of time in store kitchen (if accessible) and cook them using a tabletop grill or hot plate on the store floor in front of customers.
- Shoppers love sliders and making mini burgers will save you time and hassle of having to cut larger burgers into smaller portions.
- Position the demo on the store floor in close proximity to the deli so shoppers can easily make a purchase at the deli after visiting the demo table.
- Show shoppers you care about helping them make the healthier choice the easy choice by having resources for them to takeaway like The Better-For-You Blend handout and Blend recipe cards.



Top 3 Messages to Share:

1

What is The Blend

The Blend combines meat with finely chopped mushrooms so you can enjoy reduced calorie versions of the recipes you love like burgers, lasagna, meatloaf and meatballs, without sacrificing taste or texture.

2

Why The Blend

The Blend enhances flavor, helps reduce calorie, fat, and sodium intake, and adds important nutrients like vitamin D, B-vitamins, antioxidants and potassium (6%) to the plate.

3

Encourage Trial of The Blend

Try our new blended products at the deli so you and your family can enjoy delicious, healthy versions of your favorite recipes.

Spread the Word

Help promote your in-store demo and new blended items at the deli by taking advantage of the different communication channels you have at your fingertips.

Sample Social Media Posts

Facebook Post

Learn all about why the Blended burger is the better-for-you choice. Today, we'll be sampling a delicious blended meat and mushroom slider and dishing out the 411 on the benefits of The Blend.

Twitter Posts

Stop by the store this month to try our brand new deli item – a meat and mushroom blended burger that tastes good and is good for you!

We hope to see you at the store today! We're sampling our delicious better-for-you Blended burger sliders from [insert start time to end time].

Newsletter/Circular Copy

Are you tired of making compromises to reduce calories? Rest assured, we've got a lower calorie burger at the deli that doesn't sacrifice taste or texture. In fact, it's packed with flavor. Try our brand new blended meat and mushroom burger at our in-store demo on [insert date] and stop on by the deli to pick up a dinner that the whole family will enjoy.



Demo Essentials Checklist

Don't worry about leaving any item behind. We've got a foolproof checklist to make sure you have everything you need for the demo.

Marketing Materials

- Mushroom Council Blend Fact Sheet
- Mushroom Council Recipe Cards
- Mushroom Council table tent card
- Branded tablecloth

Cooking Supplies

- Tabletop Grill
- Spatula
- Cooking Spray
- Plates
- Napkins

Food and Condiments

- Fresh mushrooms
- Hamburger Buns
- Ground Sirloin
- Condiments

Tip: Get creative with condiments. Try making sliders with caramelized onions and blue cheese, or go tex-mex and serve sliders with guacamole.

Visit mushroomcouncil.com for the latest news, recipes and blog posts.

