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Retail

Mushroom Council plans retail promos

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With summer on its way, the San Jose, Calif.-based Mushroom Council is encouraging retailers to promote mushrooms to consumers through its "Every Day, Every Way" recipe contest with *Taste of Home* magazine.

Consumers can submit their best recipes that feature mushrooms to the contest now through Aug. 1. Three winners will receive a trip for two to one of the Culinary Institute of America's campuses and a free cooking class at the institute. The council is also giving away a Weber grill to one entrant every week of the contest.

The council is encouraging retailers to promote the contest to boost mushroom sales, according to a news release.

"Mushroom promotions are a great opportunity to see a lift in sales in the short-term, while increasing consumer awareness in the category to also foster long-term sales," said Bart Minor, president and chief executive officer of the council.

The Mushroom Council offers retailers these suggestions for promotion:

- stock mushroom products at their retail locations;
- offer mushroom growers premium shelf space;
- use the council's point-of-sale materials, which include a shelf-dangler and store floor mat; and
- use other promotional outlets, such as cooking demonstrations.

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