



GET ON TREND WITH THE BLEND AT RETAIL

Beth Stark RDN, LDN



As a retail dietitian, I am most passionate about inspiring customers to boost the nutritional value of their everyday meals, dine *in* more often than *out* and pack in the produce. One easy and approachable way I have discovered to translate this into action is by introducing them to The Blend.

This technique of *blending* finely chopped mushrooms with ground meat satisfies many of the needs and wants that shoppers have when it comes to selecting recipes and meal solutions for their families. They seek simplicity, convenience, affordability and taste—all of which are delivered by recipes that use The Blend. As a dietitian, you can also feel good about recommending The Blend because it boosts essential nutrients like vitamin D, B vitamins, antioxidants and potassium (8% DV), while trimming calories and fat¹. It's a win-win for customers and dietitians alike, so give it a try by using some of the suggestions below!

In Print

The colorful nutrition- and recipe-focused pages of an in-store health and wellness magazine like our Weis HealthyBites Magazine are the perfect vehicles for showcasing mushroom blend how-to tips and tricks, nutrition info and imagery from the [Mushroom Council's Retail Dietitian Toolkit](#). The Weis Dietitian Team has paired this content with our own, along with original recipes that feature The Blend to bring the concept to life. Our weekly print ad has also served as a useful space for sharing these messages. Not in the retail setting? Adapt this content to a wellness program's monthly newsletter, a blog post, newspaper article or patient education piece.

Share a Taste

All it takes is a taste of an iconic recipe made with bold, umami-rich mushrooms to excite customers about The Blend. When planning tasting events for the retail setting, a cooking demo, lunch-n-learn or community health fair, always consider seasonal relevancy so the recipe resonates with the audience. Tie The Blend into taco-seasoned lean ground beef, chicken or turkey near Cinco de Mayo, a fast meatball recipe during back-to-school time or chili as temperatures drop into the fall. Tap into the Council's Retail Dietitian Toolkit to find recipe suggestions, a comprehensive demo guide and printable resources to accompany tasting events.

Lights, Camera, Action!

The Blend is a fresh and engaging technique that's great for live T.V. spots or in-store educational videos. If you're stumped for new ideas, lean on the Council's Retail Dietitian Toolkit for ready-to-use message points, infographics, media pitches and more to make the planning and prep as stress-free as possible.

Among the Aisles

Think outside the produce department and display mushrooms with point of sale signage and recipe cards near lean ground beef or poultry in the fresh meat case or at the service counter. If your retailer carries grill-ready burgers during the summer grilling and tailgate seasons, collaborate with them about incorporating mushrooms into a gourmet burger recipe. Weis Markets carries a blended portabella-Swiss burger patty that has been a favorite among customers (and the Weis Dietitians!) for the past several summers.

Sales-Driving Potential

How do all of these customer education efforts in the supermarket impact sales? At Weis Markets we have seen nothing but positive feedback from both our associates and customers with regards to content and recipes using The Blend. We have also observed positive sales lifts of mushrooms,

ground meat and key recipe ingredients following mushroom themed HealthyBites promotions. When these recipes have been coupled with an in-store dietitian tasting event, the results have been even greater.

With so many wonderful tools and resources at your fingertips, you are ready to uncover and blend nature's hidden treasure—the mushroom!

Beth Stark is a registered dietitian nutritionist (RDN) and the Manager of Lifestyle Initiatives at Weis Markets; family owned and operated grocery retailer in the mid-Atlantic. In this role she supervises a team of 3 RDNs and drives the company's health and wellness strategy. Visit weismarkets.com to learn more about the Weis Dietitian team and healthy living at Weis Markets.

Client Education Resources

Designed exclusively for supermarket dietitians, the **Mushroom Council Retail Dietitian Toolkit** will assist you in educating your shoppers about the vast nutrition benefits of mushrooms. Download a free copy today!



THE LATEST MUSHROOM RESEARCH

What's Trending on the Nutrition Research Radar Screen

The 2016 Experimental Biology annual meeting of professional research scientists, held April 2-6 in San Diego, is the premier conference to discover trends in nutrition research. The theme, "Transforming the Future through Science," was explored through a variety of keynote addresses and lectures, sponsored satellite programs, mini-symposia and abstract/poster presentations. Here are some of the hot topics that were covered:

- A global approach to personalized nutrition from the genome to the microbiome
- Big data and other innovative approaches to understanding dietary patterns and health
- Dietary fiber's essentiality for the intestine and the microbiota
- Optimizing the aging brain through nutrition
- Scientific rigor and the nutrition research landscape that looked at conflict of interest
- Health recommendations for dietary sugars that asked: "Why can't we agree?"
- How nutrition scientists can help reverse the obesity epidemic that included a suggestion to conduct research on our food culture.

A poster presentation by researchers from the University at Buffalo discussed the "[Acute effects on satiety from white button and shiitake mushroom powder supplementation in a high fat meal.](#)" Commenting that obesity's contribution to cardiovascular disease may be associated with diets high in fat, the researchers proposed that supplementing high-fat meals with mushrooms, a source of fungalsterols and beta-glucans/fiber, may improve the after-meal rise in lipemia and also have effects on satiety, thus influencing subsequent eating.

The researchers added white button mushroom or shiitake powder to an 8-ounce cooked beef patty with bun and measured satiety using a Likert visual analogue scale every 2 hours for 6 hours following each meal. They also measured blood glucose and lipids. According to the results, adding mushrooms to a high-fat meal did not change subjective satiety up to 4 hours after eating. However, between hours 4 and 6, participants reported feeling fuller longer with mushrooms than without. Plasma glucose levels were a better predictor of satiety than plasma triglycerides. The investigators commented that mushroom supplementation may limit the rise in hunger after meals, which could lead to a lower overall intake of food.

The Mushroom Council's current research program continues to address mushrooms' role in satiety and potential role in influencing the gut microbiota through these projects:

- Mushrooms enhance satiety and improve gut health markers. Joanne Slavin, University of Minnesota, Minneapolis.
- Mechanisms by which mushrooms regulate the gut microbiota. Margherita Cantorna, Penn State University, State College.
- Prebiotic effect of dietary *Agaricus bisporus* mushroom on intestinal microflora composition and host immunological function. Sonia Solano-Aguilar, USDA Beltsville Human Nutrition Research Center, Beltsville, MD.

For more information on topics from Experimental Biology, access abstracts through the [FASEB Journal Supplement](#). Lectures and keynote addresses often are available through American Society for Nutrition's publications, the [American Journal of Clinical Nutrition](#), [Journal of Nutrition](#) and [Advances in Nutrition](#).

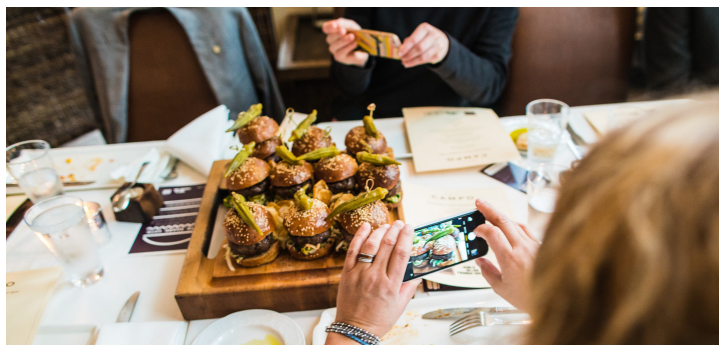
DID YOU KNOW?



Sodexo, a leader in delivering sustainable foodservice operations, announced they will be switching the all-beef burgers sold to their K-12 school district accounts to the meat and mushroom Blend burger. This change supports better nutrition for students in more than 250 school districts and aligns with Sodexo's commitment to enhance student well-being. Given the 7 million monthly estimated purchases at

Sodexo cafeterias, the company estimates this move will result in a savings of more than 250 million calories, 38 million grams of fat, 15 million grams of saturated fat and 304 million milligrams of sodium from student meals each month.

This year the Mushroom Council will once again partner with the James Beard Foundation to challenge chefs across the country to menu The Blend! Invite your community chefs to join the Blended Burger Project by signing up at www.jamesbeard.org/blendedburgerproject. The campaign will run from Memorial Day to July 31st. [Download the tools](#) needed to encourage local chefs to participate and possibly win a chance to cook at the historic James Beard House.



RD MUSHROOM LOVE IN THE MEDIA

[Healthy and Delicious Egg Recipes for Brunch via Fitness Magazine \(Online\)](#): This better-for-you Benedict boasts fiber-packed whole-wheat biscuits, swaps out Canadian bacon for meaty, savory mushrooms, adds an antioxidant punch with the addition of spinach, and saves on calories and fat by swapping butter for Greek yogurt in the hollandaise.
– Kara Lydon, RD, LDN, RYT

[Nutrition Pros' Favorite No-Cook Meals via U.S. News Health](#): There's one simple thing you can do to protect your health – and your waistline. Cook more of your own meals. "Some of my favorite combinations include kale, chicken sausage and mushrooms or this [Spinach, Mushroom and Leek Frittata](#) recipe."
– Julie Upton, MS, RD

[Behold the power of pulverized mushrooms via The Washington Post](#): Whirring dried porcini mushrooms in a food processor turns them into a savory

seasoning agent that deepens a dish's flavor and healthfulness by adding a layer of mouthwatering meaty taste (umami) and valuable nutrients such as potassium, B vitamins and protective antioxidants.
– Ellie Krieger, MS, RDN

[9 Common Mistakes You're Making in the Kitchen via Greatist](#): Hold off on washing your produce until right before you're ready to use it. The one exception? Mushrooms. Since they're porous, they can absorb water and end up soggy. "It's best to take a damp cloth or paper towel and rub them gently to remove the dirt."
– Rachel Begun, MS, RD

[Add a more healthful twist to your favorite foods via Chicago Sun-Times](#): Celebrity chef and registered dietitian Diane Henderiks offers ways to make foods more healthful, featuring a Mexican Stuffed Breakfast Portobello Mushroom recipe.

REFERENCES:

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- Robak, T.J., Talal, L.A., Morris, M.J., Williams, B.T., et al. Acute Effects on Satiety from White Button and Shiitake Mushroom Powder Supplementation in a High Fat Meal. *The FASEB Journal* vol. 30 no. 1 Supplement 692.20.

IN THE KITCHEN WITH MUSHROOMS

Open in Browser to 



Roasted Mushroom Burger

Recipe Courtesy of Chef Linton Hopkins

Ingredients:

- 8 ounces crimini mushrooms
- 2 ounces shiitake mushrooms
- 2 ounces oyster mushrooms
- 1/4 cup olive oil
- 3 teaspoons kosher salt, divided
- 1/2 pound ground chuck
- 1 tablespoon vegetable oil

Directions:

1. Preheat the oven to 425°F.
2. Thinly slice all of the mushrooms and toss in olive oil and 1 teaspoon salt.
3. Spread the mushrooms in a single layer on a metal sheet pan and roast in the oven for 15 minutes. Remove from oven and cool.
4. In a food processor, pulse the mushrooms into a fine dice.
5. Gently mix the mushrooms with beef and form into four 4 oz. patties.
6. Refrigerate the patties for 15 minutes.
7. Heat a cast iron skillet over high heat and add the vegetable oil.
8. Season the patties evenly with 2 teaspoons of salt.
9. Add the patties to the skillet. Note: The patties are delicate so be careful when laying into pan.
10. Press the patties firmly with a spatula and cook for 3 minutes until crisp on one side.
11. Carefully turn the patties over and press once with a spatula. Cook for 2 minutes.
12. Add a slice of American or sharp cheddar cheese on top. As the cheese begins to melt, place on top of your favorite toasted bun.
13. Serve with whole grain mustard and shaved red onion.

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