

# Mushrooms Named Ingredient of the Year\*



Capping the 2022 trend forecast season, The New York Times named mushrooms the “Ingredient of the Year” and an essential food for the plant-based movement. While all mushrooms are great, full bodied browns have true power. Generally, brown varieties are more nutritious than their white counterparts and have other added benefits. Mushrooms allow you to offer popular flavor trends without sacrificing your total plate costs.

## Why Brown Mushrooms?

### EXTEND SHELF LIFE + 3 DAYS

Because their water density is lower, browns last longer than whites, giving extra days to merchandise and sell through the product. They'll stay fresher longer, helping to reduce waste.

### ENHANCE PROTEIN MENU ITEMS BY BLENDING

The Blend™ – a culinary technique of mixing finely chopped mushrooms and ground meat to make meals more delicious, nutritious, and sustainable.

### BROWNS HAVE MORE FUN (AND FLAVOR)

Browns carry a more robust “umami” profile than whites, tasting more savory and flavorful. Serve bolder, heartier mushrooms by choosing Baby Bellas or Portabellas instead.

### EXPERIENCE LESS SHRINK WHEN COOKING

When cooked, a higher percentage of water evaporates from white mushrooms than from browns, causing them to shrink considerably more.

## MENU TRENDS

- PLANT-BASED
- HEALTHY
- MUSHROOMS



## Why Wait?

Expand your mushroom selection and help educate end-users on cost savings. Contact your regional sales representative today!



\*<https://www.nytimes.com/2021/12/28/dining/food-trends-predictions-2022.html>