

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

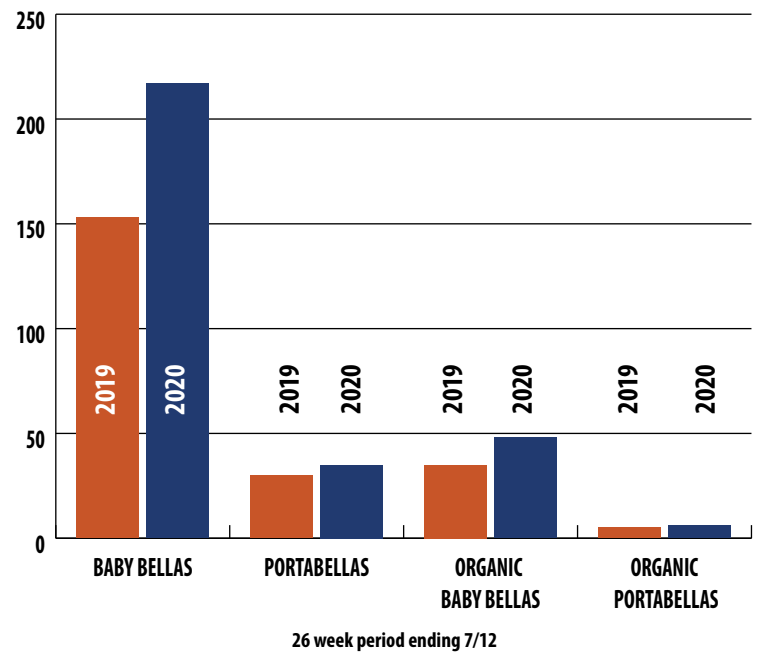
The Blend™ – a culinary technique of mixing finely chopped mushrooms and ground meat to make meals more delicious, nutritious, and sustainable.

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.



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

It's Time to Stock Up on Brown Mushrooms!



The Nutritional Facts

Per 3 oz serving, we compared the nutritional amounts and Daily Values (DV) of white mushrooms against brown Baby Bellas and Portabellas from the FDA and USDA databases.



	Baby Bellas	Portabellas	White Mushrooms
Browns contain more selenium , an antioxidant to protect body cells from damage that might lead to heart disease, some cancers and other diseases of aging. Also found to be important for the immune system and fertility in men.	22.1 mcg 40.2% DV	15.6 mcg 28.4% DV	7.9 mcg 14.4% DV
Browns have less sodium , helping those watching their salt intake reduce their daily consumption, all while enjoying a meat-like flavor.	5 mg .2% DV	8 mg .3% DV	15 mg .7% DV
Browns contain more potassium , which plays an important role in helping your body maintain fluid and electrolyte balance.	381 mg 8.1% DV	309 mg 6.6% DV	300 mg 6.4% DV



MENU TRENDS

- PLANT-BASED
- HEALTHY
- MUSHROOMS



Why Wait?

Expand your mushroom selection with the right mix of white and brown mushrooms to satisfy your mushroom shoppers. Contact your regional sales representative today!