



Doc's Food Stores Becomes First Retailer to Promote The Blend in Three Departments

Midwest grocery chain promotes fresh mushrooms across deli, meat and produce departments

San Jose & Bixby, OK (June 1, 2016) – Doc's Food Stores, which operates as Country Mart, JB's Market and Apple Market, has launched the Mushroom Council's successful Blend model in their deli, meat and produce departments at all of their retail stores. The Blend is a method of mixing finely diced mushrooms into proteins such as beef, turkey, lamb or pork to make hamburgers, meatloaf and meatballs. The Blend enables consumers to enjoy their favorite foods while reducing their intake of fats, sodium, cholesterol and calories, while adding a portion of produce. Doc's will cross promote The Blend in each of the three departments ensuring their consumers are made aware of The Blend.

"We are excited that Doc's is encouraging their customers to add extra servings of vegetables to their meal by incorporating The Blend," explains Bart Minor, president of the Mushroom Council. "While many retailers have launched The Blend in their stores, Doc's is the first retailer to roll-out The Blend in all departments at once (deli, meat and produce departments)."

To help Doc's Food Stores promote their "Mushroom Mania" launch, the Mushroom Council supplied Doc's with an assortment of recipe cards to pass out to their consumers; created posters and an Infographic to help their consumers understand the benefits of The Blend; and created QR code labels for easy scanning, which will direct consumers to the Council's consumer site and provide them with more information on The Blend. Additionally, to celebrate this retail initiative, Doc's will be sampling Blended Turkey Tacos, Blended Chili and will also promote Blended Meatloaf in their deli as their "meal of the week."

For more information about Doc's Food Stores visit countrymartgrocery.com. For information on The Blend and retail sales support, visit MushroomsAtRetail.com



Doc's Food Stores, Inc., which operates as Country Mart, JB's Market and Apple Market, is cross-promoting the Mushroom Council's successful Blend model in their deli, meat and produce departments to

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About The Mushroom Council:

The Mushroom Council is composed of fresh market producers or importers who average more than 500,000 pounds of mushrooms produced or imported annually. The mushroom program is authorized by the Mushroom Promotion, Research and Consumer Information Act of 1990 and is administered by the Mushroom Council under the supervision of the Agricultural Marketing Service. Research and promotion programs help to expand, maintain and develop markets for individual agricultural commodities in the United States and abroad. These industry self-help programs are requested and funded by the industry groups that they serve. For more information, visit mushroomcouncil.org.

About Doc's Market:

Doc's Market, founded in 1946 is a third generation family owned company, which currently operates nine locations under the Country Mart, JB's Market and Apple Market brands. For more information about Doc's Food Stores visit mycountrymart.com.