

Autumn/Winter Update

mad about mushrooms

Greengrocer's guide to the latest mushroom promotions

Quick everyday meals
...with mushrooms

**OUT
NOW!**

New mushroom
recipe leaflet

AUTUMN/WINTER



Mushrooms - delicious, nutritious and so easy to prepare!



the great all-rounder™
Mushrooms

Grab
a bag of
mushrooms
today!

the great all-rounder™
Mushrooms

We have created new quick and easy recipes for our new leaflet to show your customers how to turn nutritious into delicious for tasty, everyday winter meals.

Try the delicious **mushroom, pancetta and creamy tomato pasta**, or spice up your Sunday dinner with a serve of **oven-roasted mushrooms**.

Why not use mushrooms to make satisfying meals that are diet-friendly, such as our low-kilojoule **balsamic mushrooms with lamb and tomato**.

Mushrooms are so versatile they add pizzazz to your favourite family meals, such as hearty **mushroom meatloaf**. Or why not warm up with a bowl of steaming **mushroom laksa** – great for vegetarians and non-vegetarians alike. And if you're looking for a no-fuss midweek dinner, try the **mushroom, chicken and spinach stir-fry** – it's ready in 15 minutes!

Contact the AMGA to find out how you can get your supply of the recipe leaflets. We can be contacted on 02 4577 6877; or by email at info@amga.asn.au

Sizzling new competition – 20 Webber Q200 BBQs to be won!

Tell your customers about our latest competition – 20 Webber Q200 BBQs to be won!

We will be sending Greengrocer Club Members a laminated poster promoting the competition. Greengrocers can use this poster at the point of sale to encourage your customers to stock up mushrooms and try their luck by entering the competition. Entry is online at www.mushroommadness.com.au



20 Weber
Q200 BBQs
to be won!

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Mushrooms

Who are the **Mushroom Retailer of Year** winners? See over →

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Greengrocer's guide to the latest mushroom news & views

Congratulations to our 2007 Mushroom Retailer of Year winners!

The Australian Mushroom Growers have awarded 5 outstanding greengrocery stores who have excelled in mushroom retailing.

The awards were selected through a professional, independent mystery shopper program; stores were judged on mushroom quality, range, display and product knowledge.

The five 2007 state winners are:

SA Brookes Brothers, Unley

VIC Napoli's Fruit Market, Williamstown

QLD Fruity Capers, Toowong

NSW Freshworld, Castle Hill

WA Boatshed Fresh, Cottesloe

Winners were presented with their award at functions held in each state.



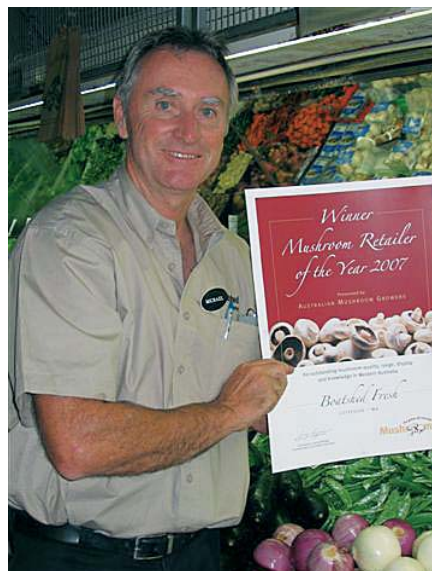
Above: Napoli's Fruit Market team, Ange, Marie Ann, Gina & Vic Napoli at Waterfront City Victoria, thrilled with their win!



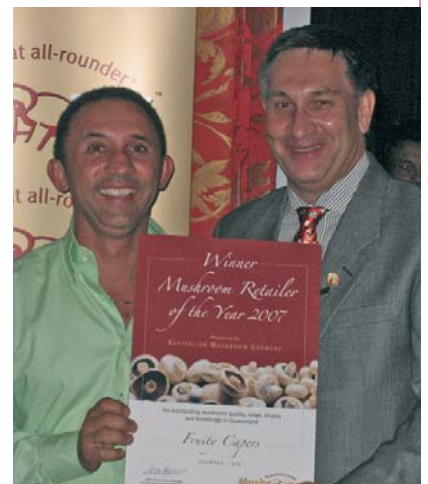
Above: South Australian winner Peter Brookes of Brookes Brothers, Unley (left) and Greg Seymour, General Manager, AMGA (right).



Above: NSW winner Freshworld Castle Hill – owner Sam Agostino (right) and store manager Carmen Amoroso (left).



Above: Western Australian Mushroom Retailer of the Year – Michael Pember from Boatshed Fresh.



Above: Queensland winner Fred Guardala from Fruity Capers (left) with Greg Seymour, General Manager, AMGA (right).

Need more information? Contact us on 02 4577 6877
OR fax: 02 4577 5830 OR email info@amga.asn.au

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