

Autumn/Winter Update

# mad about mushrooms

Greengrocer's guide to the latest mushroom promotions

## New mushroom recipe leaflet out now!

The new Autumn/Winter edition of the ever-popular mushroom recipe leaflet is out now. The leaflet features a new "Cook with Mushrooms and Win!" competition which is designed to encourage consumers to visit the Mushroom Madness and Cooking with Mushrooms websites.

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](mailto:info@amga.asn.au)



**Cook with mushrooms and win!**  
**10 Sunbeam Mixmasters TO BE WON!**  
VALUED AT \$399.95 EA

This fabulous appliance could be yours! Log on to [mushroommadness.com.au](http://mushroommadness.com.au) and follow the prompts to the 'Sunbeam Mixmaster Giveaway'

**MIXMASTER PROFESSIONAL**  
650 watts of power; Twin motor  
3-way beating action; 4.4 litre and 2.1 litre stainless steel bowls; Heavy duty V-groove beaters and dough hooks; Wire whisks.

**100 Mushroom Cookbooks to be won!**  
VALUED AT \$22.95 EA

Enter online: [www.mushroommadness.com.au](http://www.mushroommadness.com.au)

**Sunbeam**  
MX8800R

Over \$6,000 worth of prizes to be won!



**NEW!**

## Mushroom competition in-store posters

To coincide with the recipe leaflet, we are providing greengrocers with laminated posters promoting the new mushroom competition. The competition aims to drive your mushroom sales by promoting autumn/winter recipe ideas to consumers and conducting an online competition.

The competition will run until September 2006. Please encourage your customers to take part in the competition by entering online at [www.mushroommadness.com.au](http://www.mushroommadness.com.au) as they stand to win great prizes.

## Don't forget – BBQ Promo!

The next BBQ mushroom promotion will commence in September, 2006.

In the meantime, you can log onto: [www.mushroomlevy.com.au](http://www.mushroomlevy.com.au) for a state by state round up of activities occurring in the next few months.

*Get ready for a boost in your mushroom sales!*

**Need more information?** Contact us on 02 4577 6877  
OR fax: 02 4577 5830 OR email [info@amga.asn.au](mailto:info@amga.asn.au)

the great all-rounder®  
**Mushrooms**

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## Mushroom industry acknowledges 5 independent greengrocers

The Australian Mushroom Growers Industry recently recognised 5 greengrocer stores who were able to demonstrate excellence in mushroom retailing. The awards in each of the five mainland States were selected through a professional, independent mystery shopper program and were judged on the basis of mushroom quality, range, display, knowledge and point-of-sale material.

The five state winners are:

**SA** Adelaide Fresh Fruiterers, *Prospect*

**VIC** Mt Eliza Village Fruits, *Mt Eliza*

**QLD** Carina Fresh, *Carina*

**NSW** Manly Fresh Fruit Market, *Manly*

**WA** The Fruit Basket, *Mt Pleasant*

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

AMGA General Manager, Greg Seymour said the 2006 awards had built on the success of the inaugural event which was held in 2005. "We know we have a quality product that is tasty, convenient and jammed full of healthy nutrients – what we are looking to do is to enhance the customers experience so that every time they walk into an independent greengrocer they walk out with mushrooms," he said.

The winner of the NSW Retailer of the Year, Joe Manno of Manly Fruit Market asked his staff member, Carmen Caruso to take up the challenge, of improving the mushroom display to ensure the store was showcasing their mushrooms in the best possible way. Joe promised Carmen if the store won she could take the prize.

Carmen accepted the challenge and ensured that the mushroom leaflets, were displayed with the bag and the BBQ Poster was displayed. She also printed out nutritional information off the AMGA website, laminated them and displayed this extra information on the mushrooms. Joe ensured the mushrooms were of the finest quality and the store positioning was well appointed.

Joe also took the opportunity to increase his ticket price to \$7.99 for buttons, cups and flats. Within 3 months Joe had noticed that his store sales had increased by 15–20%.

This exercise has demonstrated to Manly Fruit Market that it is possible to increase your sales and profit, when you focus on quality and improve your merchandising.

**For more information about Mushroom Madness visit [www.mushroommadness.com.au](http://www.mushroommadness.com.au)**



Above left: Greg Seymour with the NSW winner from Manly Fruit Market  
Above right: Greg Seymour with the QLD winner from Carina Fresh



Above: VIC winners from Mt Eliza Village Fruits



Above: SA winners from Adelaide Fresh Fruiterers



Above: WA winners from The Fruit Basket

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