



Media Release - August 2008

Australia Embraces Mushroom Mania with Gusto

Mushroom Mania, an exciting initiative organised by the Australian Mushroom Growers Association has been hailed as one of the most inspiring campaigns that has taken place in chef's kitchens throughout the country this year. Mushroom Mania forges partnerships between Australia's horticulture and foodservice industries, resulting in more sales for growers, more sales for chefs and a win fall for the mushroom loving public.

As in the past six years, restaurants, pubs and clubs featuring mushrooms on their menu were invited to participate in Mushroom Mania, which runs for the whole month of June each year. In acknowledgement of chefs' passion for mushrooms and their creativity, Australian Mushroom Growers energetically promote the campaign to the Australian public, resulting in scores of diners heading off to their local restaurant, café, pub or club in droves to sample the tantalising mushroom dishes on offer.

It is believed that because of the mushroom tempting treats offered to diners, Mushroom Mania's popularity snowballed as Australians all over the country recognised not just the taste delights of meals incorporating mushrooms, but also the huge benefits for good healthy eating, nutritional value and even weight control.

Deemed as one of the fastest growing campaigns in the food service industry, Mushroom Mania attracted more than 1800 dining establishments, compared to 800 during the campaign back in 2005. On top of this, diners and chefs alike swarmed to the Mushroom Mania website www.mushroommania.com.au as indicated by a massive 472, 821 website hits in 2008, representing a 36% increase in website traffic from 2007.

Participating restaurants, pubs and clubs were encouraged to enter the National Mushroom Mania Competition, which acknowledges and rewards innovative activities for promoting their signature mushroom dishes at their establishments. Organisers and judges were delighted at the level of enthusiasm and creativity that was shown by chefs and cooks throughout Australia and this month, competition winners are being recognised at individual awards functions.

Mr Greg Seymour, Australian Mushroom Growers' General Manager, offered his warm congratulations to all those who participated in the Mushroom Mania campaign and the competition. *"The response was amazing and it just shows that mushrooms are the food of the future to be enjoyed as a main dish or as a complement to other foods. Chefs love mushrooms and so does the Australian public,"* he said. *"Sales of mushrooms have increased because consumers are now recognising their value for money, highly nutritional benefits and the fantastic and imaginative ways in which mushrooms can be cooked, served and eaten,"* he added.

Australian Mushroom Growers congratulate the following award winners for the 2008 National Mushroom Mania Competition:

Phore Seasons Restaurant, Semaphore, National Winner
Phore Seasons Restaurant, Semaphore, South Australian Winner
Assaggio Ristorante, Hyde Park, Runner Up
Spice Kitchen, Leabrook, Highly Commended
Regattas Bistro, Adelaide, Highly Commended
Enoteca, Adelaide, Highly Commended

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