

'Green Giant Fresh' mushrooms look to capitalize on Weight Watchers designation

The Sholl Group II, the Minneapolis-based marketer of selected "Green Giant Fresh" produce products, announced that all "Green Giant Fresh" eight-ounce packages of whole and sliced mushrooms are part of Weight Watchers Pick of the Season program, and that beginning July 1 and continuing through September, "Green Giant Fresh" mushrooms will feature the Weight Watchers logo along with the "0 POINTS value" per serving logo.

Green Giant Fresh mushrooms are available in select grocery stores nationwide. The new labeling is the result of a recent partnership formed between the Mushroom Council and Weight Watchers.

Modern Mushroom Farms Inc., located in Avondale, PA, is the exclusive supplier of "Green Giant Fresh" brand mushrooms.

"This is a tremendous pairing of two well-known brands — Green Giant Fresh and Weight Watchers — and a great opportunity to help educate consumers on the nutrition and health benefits of mushrooms," Sarah Wangler, marketing manager of The Sholl Group II/Green Giant Fresh, said in a press release. "The 'Green Giant' brand is recognized by 96 percent of consumers and provides consumers with a wide variety of high-quality fresh fruit and vegetables."

Mushrooms, which have no cholesterol and virtually no fat or sodium, are known to be very nutritious and have many health benefits. They are high in riboflavin and niacin.

"We are excited to have the opportunity, as part of our membership with the Mushroom Council, to include the Weight Watchers logo and POINTS on our eight-ounce packages of whole and sliced Green Giant Fresh Mushrooms," Greg Sagan, senior vice president of Modern Mushroom Farms, said in the press release. "This is a great opportunity for the mushroom industry to highlight the tremen-

dous benefits of mushrooms through in-store signage and prominent merchandise displays."

The Mushroom Council will support the Weight Watchers partnership with three months of in-store radio advertising; 1 million recipe cards to consumers; a feature story and recipe to 3,000 newspapers nationwide; and highlights on the "Market Fresh" section of the www.WeightWatchers.com web site.

