



European mushrooms the hidden gem

Campaign highlights

March - July 2023



Creation of the campaign's visual identity



Our campaign's creative idea is to put mushrooms in the spotlight by presenting them as a precious product, a "gem". The campaign's logo is available in all languages of the campaign.

The creative idea has been applied to key visuals, highlighting the campaign's messages



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In the spirit of the campaign's graphic identity, **graphic assets** are being developed in Year 1, including packshot pictures, recipes, and still life pictures...



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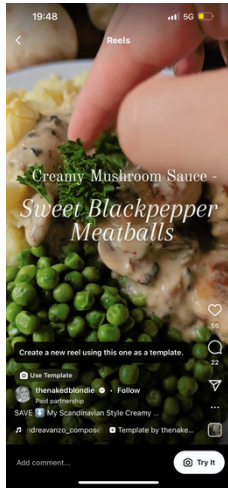
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Campaign highlights August - September 2023



Launch of the influence activities

Campaign's ambassadors and influencers have begun posting in August 2023, with delicious results ...



Follow us on Instagram to discover exclusive content at [Europeanmushrooms](#) !



Ambassadors and influencers have also been visiting **Mushroom production sites** in several countries, meeting with professionals of the sector and learning more about the industry, and production methods - Unique moments that left them amazed !



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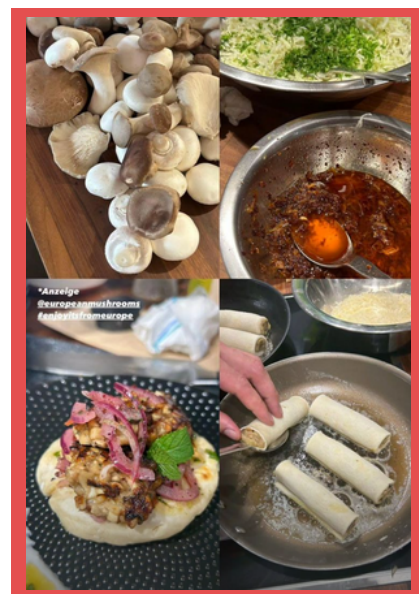


Launch of the influence activities

Hosted by Germany's Media partner, Lecker.de, and ambassador Stevan Paul, the first workshop of the campaign was held in Hamburg on Friday, September 1st, from 6pm to 9pm.



The programme included a product showcase, a cookery class led by Stevan Paul, and a tasting of four unique mushroom-based dishes, including a wonderful dessert. The attending influencers had a blast, and produced mouth-watering content.



The second event was held in Germany on September 9th, in Köln.

Events are also planned in Italy, Spain, and France, where both workshops will take place at the trendy restaurant Micho, and will be hosted by France's campaign's ambassador, Julien Sebbag...

Website

The campaign website is available in all languages of the campaign !

Check it out at

<https://europeanmushrooms.eu/fr/> and don't miss out on the new European recipes.



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