

### Current contracted marketing project actuals at 2022/23 and forecast to 2025/26

Project code	Project title	2022/23 Actual	2023/24 Forecast	2024/25 Forecast	2025/26 Forecast
MT20600	Media Retention & Performance Payments	122,161	146,083		
MU21500	Mushroom Misc Expenses	273			
MU21501	Grassroots product demos and events program	40,000			
MU21502	Food Service program	160,000			
MU21503	In-store sampling program	49,987			
MU21600	Mushroom Media	374,837			
MU21610	FY22 Mushroom Social PR and Creative	66,000			
MU21620	Website & EDM	19,500			
MU21620	Mushroom FY23 Sampling Program	199,959			
MU22502	The Blend	80,000			
MU22504	Mushroom misc, storage, printing		200,000		
MU22505	Mushroom Website Admin and Maintenance Support for FY23 Marketing	2,116	28,508		
MU22600	Mushroom Media	12,000			
MU22610	Mushroom Creative - Strategy, Production, Talent Renewal	1,273,047	575,000		
MU22611	Mushroom Marketing Program FY23 Social PR & Creative	170,000			
MU22612	Mushroom social media and community management December and Jan	350,000	217,500		
MU22620	Mushroom website management	10,830			
<b>Total</b>		<b>2,944,915</b>	<b>1,167,091</b>		