



Mushroom Chain Promotion Outreach Update: July 2008



What We're Working On

Chain	Status	Term	Promo	Menu Dev.	Notes/Next steps
<i>Abuelo's</i>	Contact from MEG 08, offered support of existing mushroom menu items	Short	TBD	TBD	Alexei calling to follow-up
<i>Apple American</i>	Promotion a go for mushrooms as add-on during Nov. 3 steak promotion (174 restaurants in 8 states)	Short	Yes	TBD	Extended opportunity to other franchisee groups; now over 250 additional locations are on board.
<i>Biaggi's</i>	Interested in mushrooms. Contacted during Veal Event	Long	TBD	TBD	Steve following-up in July
<i>Boston's Pizza</i>	Presented Menu Analysis on March 7. Discussed opportunity for waitstaff incentive and new menu development opportunities	Short	Yes	2008	Begin negotiating waitstaff promotion; possible meeting in late summer/early fall
<i>Bob Evans</i>	Developed menu concepts in conjunction with Butterball Turkey	Short	TBD	TBD	Bob Evans to evaluate concepts internally
<i>Brio/Bravo</i>	Conducted a Menu Immersion in joint effort with Pork Board.	Short + Long	Yes	Done	Met with Marketing Team in April. Awaiting feedback from Culinary Team.
<i>Burger King:</i>	Opportunity to support launch of mushroom LTO	Short + Long	Yes	TBD	Advisory group reviewing promotional ideas for BK review
<i>Cosi's</i>	Steve will follow-up, met at MEG 08	TBD	TBD	TBD	Scheduling lunch meeting in Chicago
<i>Darden (Season's 52)</i>	Met April 16 in Orlando.	Short	TBD	No	Working through PR contact; exploring online promo partnership for late 2008
<i>Eat n' Park</i>	Contact from MEG 08, Sent info to Senior V.P. of Food & Beverage for review	TBD	TBD	TBD	Calling to follow-up
<i>IHOP</i>	Submitted concepts, IHOP picked 15 to test with consumers this summer.	Short and Long	TBD	Yes	Follow-up during summer concept testing, kitchen sessions in fall if mushroom concepts succeed.



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<i>Margarita's</i>	Contact from MEG 08, Alexei will follow-up	TBD	TBD	TBD	TBD
<i>Mexican Initiative</i>	Exploring opportunities with Uno Mas, Don Pablo's, Baja Fresh, Moe's Southwest Grill, Abuelo's.	Long	TBD	TBD	Will look for case history and then leverage with others.
<i>Moe's Southwest Grill</i>	Met with Moe's April 15, currently testing mushroom items. Philly cheese steak burrito testing runs through Sept 21.	Short	Yes	Yes	We'll work with Moe's to support burrito launch in late 2008 or early 2009.
<i>Morrison</i>	Looking for short and long-term opportunity to partner	Short	TBD	TBD	Awaiting feedback from Morrison
<i>Panera (Breakfast):</i>	Mushroom items did not make the cut in testing	Short	No	No	Shifting focus to lunch, dinner business
<i>Rock Bottom</i>	Sent info on Mushroom capabilities to new contact, awaiting info from RB	Long	TBD	TBD	Awaiting feedback
<i>Ruth's Chris</i>	Met April 15, new mushroom appetizer in development.	Short	Yes	Yes	Working with the marketing department to develop server promotion for fall 08.
<i>Red Robin</i>	Contact from MEG 08, Sent info to Executive Chef for review	Long	TBD	TBD	TBD
<i>Safeway (Deli)</i>	Contacted group director of deli from MEG 08, Alexei following up	TBD	TBD	TBD	Call scheduled for August 12
<i>Sodexo Retail Brand Group</i>	Sent menu ideas for 8 restaurant brands; seeking ideation session	Short + Long	Yes	Yes	Sodexo is evaluating menu development ideas, awaiting feedback
<i>Subway:</i>	Presented to Breakfast Marketing.	Short + long	Yes	TBD	Attempting to set meeting with R&D for Lunch and Dinner
<i>T.G.I. Friday's</i>	Friday's wants help in developing bar food. Possible collaboration with Idaho Potatoes	Short	TBD	Yes	Held initial meeting in Dallas. Following up with Menu Development.



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What's Ahead

Chain	Status	Term	Promo	Menu Dev.	Notes
Baja Fresh:	Developed concepts in April 2007	Long	TBD	Yes	Will revisit as part of mex. initiative in 2008
Brinker (Romano's Macaroni Grill):	Attempting to breach other Brinker concepts. Dates being reviewed. Offered sponsorship of a promo tour of Italian eateries in SF Sent follow-up e-mail from MEG 08	Short + long	Yes	2008	Romano's introduced new Mushroom items. Concept up for sale by Brinker Alexei initiating contact for possible promo
Carl's, Jr. (CKE)	Mushroom bfast items did not make the cut in consumer testing	TBD	TBD	TBD	Opportunity to work with Carl's and Hardee's
California Pizza Kitchen	Contact from MEG 08, following up	TBD	TBD	TBD	TBD
Corner Bakery	Contact from MEG 08, Alexei will follow-up	TBD	TBD	TBD	TBD
Guggenheimer	In touch via phone. Seeking mtg. in early Summer	TBD	TBD	TBD	Previous relationship
La Rosa's Pizza	Contact from MEG 08, Alexei will follow-up	TBD	TBD	TBD	TBD
Lackmann	Potential future meeting	TBD	TBD	TBD	Contract mgmt firm in FL and NY
Marie Callender's	Steve met at MEG 08, will initiate menu gap analysis	TBD	TBD	TBD	TBD
McAlister's Deli	Contact from MEG 08, Alexei will follow-up	TBD	TBD	TBD	TBD
Panera (Lunch):	Long-term relationship. Concept development in 2008	Long	TBD	2008	Will schedule menu ideation by 3rd QTR
Wyndham Hotels	Omni contact moved to Wyndham. Wants to schedule training for staff and promotion	Long	TBD	TBD	Working on setting meeting
Yard House	Contact from MEG 08, Alexei sent e-mail offering sponsorship and mtg	TBD	TBD	TBD	TBD
Yoshinoya	Contact from MEG 08, Alexei will follow-up	TBD	TBD	TBD	TBD