



## Mushroom Chain Promotion Outreach Update: January 2009



### What We're Working On

Chain	Status	Term	Promo	Menu Dev.	Notes/Next steps
<b>(Applebee's) Apple American</b>	Mushroom promotion ran Nov. 2 -30 (189 restaurants)	Short	Yes	TBD	Waiting for final promotion stats
<b>(Applebee's) AppleGrove Restaurants</b>	Mushroom promotion ran Nov. 2 -30 (104 restaurants)	Short	Yes	TBD	Waiting for final promotion stats
<b>(Applebee's) Apple Two Associates</b>	Mushroom promotion ran Nov. 2 -30 (27 restaurants)	Short	Yes	TBD	Waiting for final promotion stats
<b>(Applebee's) Rose Management Services</b>	Mushroom promotion ran Nov. 2 -30 (58 restaurants)	Short	Yes	TBD	Waiting for final promotion stats
<b>Biaggi's</b>	Interested in mushrooms. Contacted during Veal Event	Long	TBD	TBD	On-hold
<b>Bob Evans</b>	Developed menu concepts in conjunction with Butterball Turkey	Short	TBD	TBD	Bob Evans evaluating concepts internally
<b>Boston's Pizza</b>	Interested in ideation and/or server promotion	Short	Yes	2008	On hold
<b>Romano's Macaroni Grill</b>	Concept sold by Brinker, finalized in late 2008  WOF 2008: Had dinner with R&D chefs 11/8	Short & long	Yes	2008	Romano's introduced new Mushroom items.  Reaching out to culinary innovations department
<b>Brio/Bravo</b>	Conducted a Menu Immersion in joint effort with Pork Board.	Short & Long	Yes	Done	Introduced three new mushroom menu items in 2008
<b>Burger King</b>	Provided promotional support for Mushroom Swiss Burger	Short & Long	Yes	TBD	Mushroom LTO complete  Waiting to hear final promotion statistics
<b>Central Market</b>	Contact from WOF 2008, Alexei will f/u	TBD	TBD	TBD	Attempting to get meeting
<b>Carl's Jr.</b>	Emailed in Nov.	TBD	TBD	TBD	Looking into promoting mushroom burger
<b>Cheesecake Factory</b>	Interested in partnering for culinary and/or marketing purposes	Short & Long	Yes	Yes	On hold pending economic situation
<b>Cosi's</b>	Steve will follow-up, met at MEG 08	TBD	TBD	TBD	Cosi's having financial problems, on-hold for now
<b>Darden (Season's 52)</b>	New mushroom items at Seasons 52 in 2008	Short	TBD	No	On hold pending work with Olive Garden
<b>Dunkin' Brands</b>	Contact from WOF 2008	TBD	TBD	TBD	Attempting to arrange meeting in early 09
<b>Golden Corral</b>	Contact from WOF 2008	TBD	TBD	TBD	Alexei will follow up with culinary department
<b>IHOP</b>	Submitted new mushroom concepts	Short & Long	TBD	Yes	Plan to test new items with consumers
<b>Jack in the Box</b>	Participated in joint ideation in January	Short & Long	TBD	Yes	New mushroom items currently in test
<b>Max &amp; Erma's</b>	Contact from WOF 2008	TBD	TBD	TBD	Long term prospect; following up in January



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<b>Moe's Southwest Grill</b>	Secured promotional partnership for new mushroom item	Short	Yes	Yes	Working with Moe's to launch mobile promotion in March 2009.
<b>Morrison</b>	Seeking opportunities for spring 2009 promotion	Short	Yes	TBD	Following up in January
<b>Noodles &amp; Co.</b>	Currently not using fresh domestic mushrooms due to food costs	TBD	TBD	TBD	Following up to determine opportunity
<b>Olive Garden</b>	Interested in meeting for culinary session in Orlando	TBD	TBD	Yes	Attempting to set meeting in Jan/Feb 09
<b>Panera (Lunch):</b>	Scheduling an Ideation for early next year	Long	TBD	Yes	Ideation to be in the Bay Area in January or February
<b>Paradise Bakery</b>	Contact from WOF 2008	TBD	TBD	TBD	Attempting to get a meeting in AZ
<b>PF Chang's</b>	Interest in promoting Chinese New Year menu and new menu, rolling out in January.	Short & Long	Yes	Yes	Awaiting response from marketing
<b>Phillips Foods &amp; Seafood Restaurants</b>	Contact from WOF 2008 – Steve to follow up	TBD	TBD	TBD	Following up in Dec to determine opportunities with restaurants and prepared foods divisions
<b>Rock Bottom</b>	Existing contact	Long	TBD	TBD	Awaiting feedback
<b>Safeway (Deli)</b>	Safeway interested in pursuing partnership	TBD	TBD	TBD	Attempting to set face-to-face meeting
<b>Starbucks</b>	Interested in possible promotion or menu development	TBD	TBD	TBD	Had call Dec. 08, will f/u to arrange meeting in Seattle
<b>Sodexo Retail Brand Group</b>	Ideation on Oct 23. Have launched two of our menu ideas— Triple Mushroom Penne and Mushroom Trio Labretti in 38 locations	Short & Long	Yes	Yes	Possible logo opportunity for new items Testing a third concept we developed—Pesto Chicken Sandwich with Roasted Portabellas for 110 more locations. Reviewing new concepts from Oct. ideation
<b>T.G.I. Friday's</b>	Held initial meeting in Dallas in June.	Short	TBD	Yes	Follow up meeting in December
<b>Target</b>	Expressed interest in culinary opportunity for sodium reduction	TBD	TBD	TBD	Contact securing approval from senior management
<b>Tony Roma's</b>	Contact from WOF 2008	TBD	TBD	TBD	Keeping in touch for now, no immediate opportunity
<b>Wendy's</b>	Steve held culinary session with breakfast and lunch items in Dec.	TBD	TBD	Yes	Awaiting feedback from Wendy's
<b>Wolfgang Puck Express</b>	Opportunity to support/PR for new mushroom items	Short + Long	TBD	TBD	Following up with culinary team
<b>Wyndham Hotels</b>	Discussing "healthful menu" ideation and promotion	Long	TBD	Yes	Wants help developing healthy menu with cooking session



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### What's Ahead

Chain	Status	Term	Promo	Menu Dev.	Notes
<b>Abuelo's</b>	Contact from MEG 08, offered support of existing mushroom menu items	Short	TBD	TBD	No response from Abuelo's
<b>Baja Fresh:</b>	Developed concepts in April 2007	Long	TBD	Yes	Will revisit as part of mex. initiative in 2008
<b>California Pizza Kitchen</b>	Contact from MEG 08, following up	TBD	TBD	TBD	TBD
<b>Corner Bakery</b>	Contact from MEG 08, Alexei will follow-up	TBD	TBD	TBD	TBD
<b>Guggenheimer</b>	In touch via phone. Seeking mtg. in early Summer	TBD	TBD	TBD	Previous relationship
<b>La Rosa's Pizza</b>	Contact from MEG 08, Alexei will follow-up	TBD	TBD	TBD	TBD
<b>Lackmann</b>	Potential future meeting	TBD	TBD	TBD	Contract mgmt firm in FL and NY
<b>Marie Callender's</b>	Steve met at MEG 08, will initiate menu gap analysis  Steve contacted in Sept., will follow up	TBD	TBD	TBD	TBD
<b>McAlister's Deli</b>	Contact from MEG 08, Alexei will follow-up	TBD	TBD	TBD	TBD
<b>Red Robin</b>	Contact from MEG 08, Sent info to Executive Chef for review	Long	TBD	TBD	TBD
<b>Yard House</b>	Contact from MEG 08, Alexei sent e-mail offering sponsorship and mtg	TBD	TBD	TBD	TBD
<b>Yoshinoya</b>	Contact from MEG 08, Alexei will follow-up	TBD	TBD	TBD	TBD