



Mushroom Chain Promotion Outreach Update: February 2009



What We're Working On

Chain	Status	Term	Promo	Menu Dev.	Notes/Next steps
(Applebee's) Apple American	Mushroom promotion ran Nov. 2 -30 (189 restaurants)	Short	Yes	TBD	Complete
(Applebee's) AppleGrove Restaurants	Mushroom promotion ran Nov. 2 -30 (104 restaurants)	Short	Yes	TBD	Complete
(Applebee's) Apple Two Associates	Mushroom promotion ran Nov. 2 -30 (27 restaurants)	Short	Yes	TBD	Complete
(Applebee's) Rose Management Services	Mushroom promotion ran Nov. 2 -30 (58 restaurants)	Short	Yes	TBD	Complete
Bertucci's	Interested in menu development or promotion	Short	TBD	TBD	Meeting on 3/6 in Boston
Biaggi's	Interested in mushrooms. Contacted during Veal Event	Long	TBD	TBD	On-hold
Bob Evans	Developed menu concepts in conjunction with Butterball Turkey	Short	TBD	TBD	Bob Evans evaluating concepts internally
Boston's Pizza	Interested in ideation and/or server promotion	Short	Yes	2008	On hold
Romano's Macaroni Grill	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
Brio/Bravo	Conducted a Menu Immersion in joint effort with Pork Board.	Short & Long	Yes	Done	Introduced three new mushroom menu items in 2008
Burger King	Provided promotional support for Mushroom Swiss Burger	Short & Long	Yes	TBD	Mushroom item still on menu; outperformed other Angus burger. Waiting to hear final promotion statistics
Central Market	Held development session February 5-6	Short	TBD	Yes	Awaiting update from contact, next project we can help with.
Carl's Jr.	Mushroom breakfast items did not pass consumer testing	TBD	TBD	TBD	Looking into promoting mushroom burger
Cheesecake Factory	Interested in partnering for culinary and/or marketing purposes	Short & Long	Yes	Yes	On hold pending economic situation Testing stuffed mushrooms on new small plates menu
Cosi's	Steve will follow-up, met at MEG 08	TBD	TBD	TBD	Setting meeting for March
Darden (Season's 52)	New mushroom items at Seasons 52 in 2008	Short	TBD	No	On hold pending work with Olive Garden
Dunkin' Brands	Contact from WOF 2008	TBD	TBD	TBD	Attempting to arrange meeting in early 09
Golden Corral	Contact from WOF 2008	TBD	TBD	TBD	Alexei will follow up with culinary department
IHOP	Submitted new mushroom concepts	Short & Long	TBD	Yes	Plan to test new items with consumers



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Jack in the Box	Participated in joint ideation in January	Short & Long	TBD	Yes	New mushroom items currently in test
Legal Seafood	Interested in possible menu promotion or development	Short	TBD	TBD	Meeting in Boston on 3/6
Max & Erma's	Contact from WOF 2008	TBD	TBD	TBD	Long term prospect; following up in January
Moe's Southwest Grill	Secured promotional partnership for new mushroom item	Short	Yes	Yes	Mobile promotion launches March 1 – May 31, 2009.
Morrison	Seeking opportunities for spring 2009 promotion	Short	Yes	TBD	Awaiting response from Morrison
Noodles & Co.	Currently not using fresh domestic mushrooms due to food costs	TBD	TBD	TBD	Following up to determine opportunity
Olive Garden	Interested in meeting for culinary session in Orlando	TBD	TBD	Yes	Attempting to set meeting in March 09-contact unresponsive
Panera (Lunch):	Scheduling an Ideation for early next year	Long	TBD	Yes	Ideation to be in the Bay Area in January or February
Paradise Bakery	Contact from WOF 2008	TBD	TBD	TBD	Attempting to get a mtg in AZ
PF Chang's	Interest in promoting new menu	Short & Long	Yes	Yes	Awaiting response from marketing team
Phillips Foods & Seafood Restaurants	Contact from WOF 2008 – Steve to follow up	TBD	TBD	TBD	Meeting in March to determine opportunities with restaurants and prepared foods divisions
Safeway (Deli)	Safeway interested in pursuing partnership	TBD	TBD	TBD	Attempting to set face-to-face meeting
Starbucks	Will focus on breakfast program in Q2	TBD	TBD	TBD	Call to discuss possibility of promoting Mushroom Piatini during roll-out of item to other regions
Sodexo Retail Brand Group	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.
T.G.I. Friday's	Held initial mtg in Dallas in June.	Short	TBD	Yes	No response from mkting dept
Target	Expressed interest in culinary opp for sodium reduction	TBD	TBD	TBD	Follow-up call scheduled for February
Tony Roma's	Contact from WOF 2008	TBD	TBD	TBD	Keeping in touch for now, no immediate opportunity
Wendy's	Steve held culinary session with breakfast & lunch items in Dec.	TBD	TBD	Yes	Awaiting feedback from Wendy's
Wolfgang Puck Express	Opportunity to support/PR for new mushroom items	Short & Long	TBD	TBD	Following up with culinary team
Wyndham Hotels	Discussing "wellness menu" ideation and promotion	Long	TBD	Yes	Negotiating participation in healthy menu development in April in conjunction with Pork, Idaho Potatoes and Barilla



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What's Ahead

Chain	Status	Term	Promo	Menu Dev.	Notes
Abuelo's	Contact from MEG 08, offered support of existing mushroom menu items	Short	TBD	TBD	No response from Abuelo's
Baja Fresh:	Developed concepts in April 2007	Long	TBD	Yes	Will revisit as part of mex. initiative in 2008
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 & NY
Marie Callender's	Steve met at MEG 08, will initiate menu gap analysis Steve contacted in Sept., will follow up	TBD	TBD	TBD	TBD
McAlister's Deli	Contact from MEG 08, Alexei will follow-up	TBD	TBD	TBD	TBD
Red Robin	Contact from MEG 08, Sent info to Executive Chef for review	Long	TBD	TBD	TBD
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