



Mushroom Chain Promotion Outreach Update: April 2009



| Chain | Status | Term | Promo | Menu Dev. | Notes/Next steps |
|------------------------------|--|--------------|-------|-----------|--|
| Aramark | Opportunity to activate joint promotion with another commodity board | Short | Yes | TBD | Determining costs/timing |
| Bertucci's | Confirmed mushroom menu launches | Short | TBD | Yes | Working with contact on next steps |
| Biaggi's | Met with during Pizza Expo and met briefly at NRA | Long | TBD | TBD | Confirmed new items based on counsel from Mushroom Council |
| Boston's Pizza | Interested in ideation and/or server promotion | Short | Yes | TBD | Attending June 2 event in Dallas |
| Burger King | Provided promotional support for Mushroom Swiss Burger | Short & Long | Yes | TBD | Mushroom item still on menu; outperformed other Angus burger Following up to obtain testimonial & stats |
| Boudin | Interested in burger menu development | Short | Short | TBD | Delivered sales deck and menu ideas with burger trends and menu ideas in April |
| Carl's Jr. | Opportunity to support re-launch of portabella burger with PR | Short & Long | Yes | TBD | Carl's Jr. included mushrooms in press release distributed May 19; Mushroom Council supporting promotion via Twitter |
| Central Market | Held development session February 5-6 | Short | TBD | Yes | Awaiting update from contact, next project we can help with. Following up to obtain testimonial |
| Cheesecake Factory | Interested in partnering for culinary and/or marketing purposes | Short & Long | Yes | Yes | 3 of 8 items on new small plates menu have mushrooms Following up to obtain testimonial |
| Cici's Pizza | Opportunity to help address mushrooms on menu with kids | Long | TBD | Yes | Met at MEG; inviting to chef-distributor event on June 2 in Dallas |
| Cosi's | Seeking meeting for May | TBD | TBD | TBD | Attempting to activate in Q3 |
| Firehouse Subs | Menu development session 4/13 | Short | TBD | Yes | Joint opportunity with Butterball |
| Golden Corral | Contact from WOF 2008 | TBD | TBD | TBD | Attempting to activate in 2009 |
| IHOP | Submitted new mushroom concepts | Short & Long | TBD | Yes | Launched new breakfast item 10/08: Spinach, Mushroom and Tomato Omelet |
| Jack in the Box | Participated in joint ideation in January | Short & Long | TBD | Yes | New mushroom items currently in test – expecting to hear back in summer |
| Legal Seafood | Met in Boston 3/6 | Long | TBD | Yes | Possible opportunity to explore umami/sodium reduction project |
| Moe's Southwest Grill | Secured promotional partnership for new mushroom item | Short | Yes | Yes | Mobile promotion March 1 – May 31, 2009; waiting to hear results |
| Morrison | Seeking opportunities for spring 2009 promotion | Short | Yes | TBD | Awaiting response from Morrison |
| Olive Garden | Interested in meeting for culinary session in Orlando | TBD | TBD | Yes | Attempting to set meeting for Spring 09 |
| Panera (Lunch): | Interested in soup ideas | Long | TBD | Yes | Attempting to set menu dev session for May/June with ideas from Chef Monica Pope |
| Paradise Bakery | Contact from WOF 2008 | TBD | TBD | TBD | Attempting to get a meeting in AZ |
| PF Chang's | Inquiring with new PR team if interested in menu promotion | Short & Long | Yes | Yes | Awaiting response from marketing team |
| Pizza Hut | Opportunity to meet with marketing dept. | | | | Attending chef-hybrid event on June 2 in Dallas |



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| Romano's Macaroni Grill | New ownership in place as of late 2008 | Short & long | Yes | 2009 | Reaching out to culinary innovations department |
| Safeway (Deli) | Safeway interested in pursuing partnership | TBD | TBD | TBD | Attempting to set face-to-face meeting |
| Sam's Club | Met with at Pizza Expo | TBD | Yes | TBD | Opportunity to work with Sam's for in-store promo |
| Sodexo | Received proposal from Sodexo for mushroom promotion | Short & Long | Yes | TBD | Working with corporate team to determine next steps |
| Starbucks | Breakfast promotion ongoing; shared focus across all breakfast sandwiches | <i>TBD</i> | TBD | TBD | Shifting focus to category mgr for cold case |
| Target | Expressed interest in culinary opportunity for sodium reduction in soup items | TBD | TBD | TBD | Following up to schedule menu development session |
| Universal Studios | Opportunity to activate promotion during mushroom festival in summer 09 | Short | Yes | TBD | Following up to determine cost and timing |
| Wolfgang Puck Express | Opportunity to support/PR for new mushroom items | Short & Long | TBD | TBD | Following up with culinary team |