



Mushroom Chain Promotion Outreach Update: May 2009 As of 6/15/2009



ACTIVE PROMOTIONS AND COMMITMENTS			
Chain	Status	Promotion	Notes/Next steps
Bertucci's	Met in April. Discussed options in May. Objective to get this regional chain to add more mushrooms to the menu, feature more mushroom items and integrate mushrooms into their value menu	<ul style="list-style-type: none"> Launched new Value LTO with one mushroom item: <i>Sacchetti--Pouch shaped pasta filled with five cheeses and a mixture of Porcini and Portobello mushrooms tossed in a cream sauce with diced plum tomatoes, mushrooms and parsley. Served with a half Insalata. 9.99</i> Producing a video on Mushrooms using Mushroom Council materials/footage Video will be featured on NRN.com. Mushroom Council will have access for our own site as well Dev of new LTOs for September-December 	<ul style="list-style-type: none"> Offer more input into video production Offer ideas for menu additions to the Value Menu Develop case history for MC presentation and for website
Boston Pizza	BP has already launched mushroom products with a promise of support from the MC. Latest meeting in June to determine when new items can get on the menu	Mushroom Bruschetta is now in test. If it passes consumer and operational testing, it will be featured in an LTO later this year.	Meet with BP in July to determine if Mushroom Bruschetta will be on the menu
Sodexo	Agreed to develop a promotion at 2,400 locations for September-December, 2009 LTO	<ul style="list-style-type: none"> Feature 3 mushroom menu items at 1,000 employee cafeterias, 800 healthcare facilities and 600 colleges Mushroom feature in their newsletter Educational component to Operators Video segment 	<ul style="list-style-type: none"> Determine status of menu development Provide materials and ideas for feature
Universal Studios	Agreed to feature mushrooms in the Theme Park in late summer and early fall	<ul style="list-style-type: none"> Feature a Mushroom Celebration with a special mushroom menu written for the sit-down concepts Feature mushrooms at event to be held at Universal Agreed to be potential host of Regional summit as it is a strong market for hotels, chains and distributors 	<ul style="list-style-type: none"> Receive menu and provide input Determine next steps for event at Universal
Panera Bread Company	Agreed to explore development of Mushroom soups for LTOs	<ul style="list-style-type: none"> Menu Development this summer with Monica Pope 	Set date



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ONGOING PROMOTIONS/PARTNERS		
Chain	Our Support	Outcomes
Biaggi's	<ul style="list-style-type: none"> Promoted mushrooms via new ideas Provided new prep methods (roasting and sautéing vs. sauté only) 	Promoting new Pronto Pack, a “value bundle” for takeout. <ul style="list-style-type: none"> Features <i>Penne Sardi</i>--<i>Penne pasta tossed with grilled chicken, wild mushrooms, caramelized onions and a sun-dried tomato cream sauce.</i> Topped with crispy garlic and oregano-seasoned breadcrumbs.
Burger King	Provided promotional support for Mushroom Swiss Burger	<ul style="list-style-type: none"> BK promised that the item would remain as an LTO for 6 weeks, 2 weeks longer than scheduled Based on sales, the item will remain on the menu for at least one year
Carl's Jr.	Opportunity to support re-launch of portabella burger	<ul style="list-style-type: none"> Provided Mushroom Council quote for press release Engaged with consumers via social marketing, including Mushroom Channel blog, Twitter and Facebook
Central Market	Held development session in February	<ul style="list-style-type: none"> Have launched its Asian take-home line Mushrooms to be integrated soon
Cheesecake Factory	Educational—have continued to keep mushrooms top of mind with head of R&D	Recently introduced new summer menu items including: <ul style="list-style-type: none"> <i>Pan Seared Pork Tenderloin</i> <i>Covered with Pancetta, Fontina Cheese, Roasted Red Peppers and a Mushroom, Garlic Wine Sauce with a Touch of Cream. Served with Pasta</i> <i>Spinach, Mushroom, Cheese and Bacon Omelet</i> <i>Fresh Spinach, Sautéed Mushrooms, Smoked Bacon, Green Onions and Melted Cheese.</i> <i>Still running special Value menu which features Small Plates (Stuffed Mushrooms, Wild Mushroom Crostini and Wild Mushroom Pizzettes) and Specialties (Southeast Asian Caramel Chicken with Mushrooms, Salisbury Chopped Steak with Mushrooms and Mushroom Gravy and Pan Seared Salmon with Mushrooms, Angel Hair Pasta and Lemon-Caper Sauce</i>



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<i>Moe's Southwest Grill</i>	<ul style="list-style-type: none"> From March through May 2009, supported the launch of Moe's new Philly Cheese Steak Burritos and Quesadillas, which are filled with fresh mushrooms, steak, bell peppers, cheese and rice During the promotion, customers could sign up online to receive text messages on their mobile phones for coupons and special offers. In response, Moe's sent consumers a coupon for the Philly Cheese Steak Burrito and Quesadilla 	Results report from Moe's due by end of June.

Recently Completed

IHOP—Mushroom Swiss Omelet promotion

On the Radar

Pizza Hut—Meet in early July as a result from the Dallas meeting

Maggiano's—Potential meeting in late June/entrée into Brinker

Sam's Club—Potential meeting in early July

Starbucks—Long-term opportunity with cold sandwiches and salads

Paradise Bakery—Strong regional chain in Arizona

Olive Garden—Met with R&D; exploring promotional opportunities