



Mushroom Chain Promotion Outreach Update: November 2009



ACTIVE PROMOTIONS AND COMMITMENTS			
Chain	Status	Promotion	Notes/Next steps
Bertucci's	<ul style="list-style-type: none"> Mushrooms featured in its 95 restaurants throughout the summer in several LTOs Added new menu items and trained its chefs on proper mushroom preparation, including roasting Estimated total number of mushrooms purchased during the 13 weeks was 14,494 pounds of white button mushrooms and 35,925 of portabellas 	<ul style="list-style-type: none"> Promotion complete 	<ul style="list-style-type: none"> More new Mushroom items have been identified for the menu Develop case history for MC presentation and for Web site Explore expanded partnership for 2010
Sodexo	<ul style="list-style-type: none"> 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"> Promotion on-going Received promotional materials Following up for initial promotion results Develop case history for MC presentation and for Web site
Universal Studios	<ul style="list-style-type: none"> Supported a summer promotion at Mythos Restaurant at Universal Studios in Orlando, FL. Promotion ran for eight weeks during July and August 2009 About 25,000 people per day at the park eating at Mythos and/or other dining options Menu featured five new mushroom items Sponsored the Culinary Cup Challenge put on by Florida's ACF Chapter this fall where about a dozen mushroom items were created 	<ul style="list-style-type: none"> Promotion complete 	<ul style="list-style-type: none"> Awaiting recipes from internal competition to post on MushroomInfo.com



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ONGOING PROMOTIONS/PARTNERS		
Chain	Our Support	Outcomes
Hardees	<ul style="list-style-type: none"> Opportunity to support launch of Portabella Thickburger 	<ul style="list-style-type: none"> Provided Mushroom Council quote for press release Engaged with consumers via social marketing, including Twitter and Facebook
Carl's Jr.	<ul style="list-style-type: none"> 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
Biaggi's	<ul style="list-style-type: none"> Promoted mushrooms via new ideas Provided new prep methods (roasting and sautéing vs. sauté only) 	<ul style="list-style-type: none"> Promoting new Pronto Pack, a "value bundle" for takeout. Features Penne Sardi--<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	<ul style="list-style-type: none"> 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
Central Market	<ul style="list-style-type: none"> 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"> Pan Seared Pork Tenderloin <i>Covered with Pancetta, Fontina Cheese, Roasted Red Peppers and a Mushroom, Garlic Wine Sauce with a Touch of Cream. Served with Pasta</i> Spinach, Mushroom, Cheese and Bacon Omelette <i>Fresh Spinach, Sauteed Mushrooms, Smoked Bacon, Green Onions and Melted Cheese.</i> Still running special Value menu which features Small Plates (<i>Stuffed Mushrooms, Wild Mushroom Crostini and Wild Mushroom Pizzettes</i>) and Specialties (<i>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>)

Recently Completed

Moe's Southwest Grill—Phil E. mobile promotion
IHOP—Mushroom Swiss Omelet promotion

On the Radar:

Maggiano's
Starbucks
Target
Jack in the Box
Big Ten Conference

Panera
P.F. Chang
Olive Garden
O'Charley's
Golden Corral
NACUFS