JULY
4 introductions
Mushrooms: July introductions

Luby’s | Jul 2017
Roasted Mushrooms

Old Chicago Pizza | Jul 2017
Sausage, Mushroom & Onion Pretzone
Pretzel-style calzone crust stuffed with sausage, cheddar and a blend of mozzarella, ricotta and Asiago cheeses, mushrooms, red onions, and chopped spinach. Finished with mustard cheese sauce made with Guinness.

Olive Garden | Jul 2017
Meatball Stuffed Pizza Fritta
Meatballs, mushrooms, onions, cheeses and marinara sauce wrapped in a golden fried pizza dough. Served with homemade alfredo and marinara sauces.
Seafood Stuffed Mushrooms
Fresh, baked mushrooms loaded with our signature seafood stuffing and smothered in Monterey Jack cheese. Served with your choice of soup or salad and unlimited Cheddar Bay Biscuits.
AUGUST
12 introductions
**MUSHROOMS: AUGUST INTRODUCTIONS**

**Back Yard Burgers | Aug 2017**

**Philly Burger**
The city of Philly inspired us to smother a Black Angus burger in sauteed sweet onions, green peppers and mushrooms before topping with melty provolone and a touch of mayo. We’ll wait while you run up a flight of steps and pump your fists in the air.

**Brio Tuscan Grille | Aug 2017**

**Grilled Balsamic Glazed Pork Chop**
Sweet potatoes, mushrooms, pancetta, Brussels sprouts, caramelized onion, maple balsamic vinaigrette.

**Brio Tuscan Grille | Aug 2017**

**Tuscan Harvest Salad**
Grilled, sliced chicken, applewood bacon, chopped greens, crispy pasta, spinach, apples, almonds, dried cranberries, gorgonzola, crimini mushrooms, herb vinaigrette.
MUSHROOMS: AUGUST INTRODUCTIONS

Ledo Pizza | Aug 2017

**Mushroom Ravioli al Forno**
Mushroom ravioli, oven baked with Alfredo sauce and smoked Provolone cheese. Garnished with basil.

Ledo Pizza | Aug 2017

**Classic Mushroom Ravioli**
Mushroom ravioli, topped with LEDO sauce. Garnished with Parmesan cheese and parsley.

Ledo Pizza | Aug 2017

**Sauteed Mushroom Ravioli**
Mushroom ravioli, sauteed in butter, lemon oil and mushrooms. Garnished with basil, Parmesan, and a fresh lemon wedge.
MUSHROOMS: AUGUST INTRODUCTIONS

Longhorn Steakhouse | Aug 2017

Mushroom Swiss Burger
Topped with roasted mushrooms, Swiss Gruyere cheese, steakhouse aioli and arugula.

Longhorn Steakhouse | Aug 2017

Signature Burgers Combo Meal
Three boldly flavored burgers. Piled high and grilled to perfection. Try one with fries and a Coke for just $10. Choose from our 3 new Signature Burgers (Mushroom Swiss Burger, BBQ Bacon Cheddar Burger or Big Sky Burger.)

Maggiano’s Little Italy | Aug 2017

Braised Beef Contadina
Italian Sausage, Roasted Mushrooms & Peppers, Crispy Vesuvio Potatoes.
MUSHROOMS: AUGUST INTRODUCTIONS

Noodles & Co. | Aug 2017

Thai Chicken Soup
Coconut curry chicken soup with onion, cabbage, red bell pepper, lemongrass, lime, galangal, turmeric, **shiitake mushrooms**, carrots and shallots.

Red Lobster | Aug 2017

Seafood Lover's Lunch
For just $9.99, you can have an authentic seafood experience. Choose one of three lunch entrees along with a side soup or salad and unlimited Cheddar Bay Biscuits. Entree choices include (Crab Melt Sandwich, Half Lobster & Langostino Pizza, Seafood Stuffed **Mushrooms**.)

Sonic Drive-In | Aug 2017

Sonic Slinger
Features a blended burger patty, mayonnaise, onions, lettuce, tomato, pickles, and American cheese on a brioche bun. A dressed-down version of the burger featuring bacon will also be available. Our blended burger patty is made with a mix of pure beef, 25 to 30 percent ground **mushrooms**, and bold seasonings.
SEPTEMBER
21 introductions
MUSHROOMS: SEPTEMBER INTRODUCTIONS

**Applebee’s | Sep 2017**

**Bourbon Street Chicken + Shrimp**
Cajun-seasoned chicken breast grilled and served on a sizzling skillet with blackened seasoned shrimp and garlic, served with fried red potatoes and sauteed onions & mushrooms.

**Bob Evans | Sep 2017**

**Veggie Hash**
Grilled mushrooms, peppers, onions, broccoli, shredded cheddar cheese and golden-brown home fries are topped with two eggs** cooked-to-order and garnished with diced tomatoes and green onions. Served with choice of freshly-baked bread.

**Burgerville USA | Sep 2017**

**Smokey Blue Cheeseburger**
Rogue Creamery’s Smokey Blue Cheese crumbles melted on a juicy beef patty with crisp pepper bacon, oven-roasted mushrooms from Yamhill County Mushrooms, and a savory garlic aioli, all on a toasted bun.
MUSHROOMS: SEPTEMBER INTRODUCTIONS

Carrabba’s | Sep 2017
Prosciutto & Fontina Stuffed Pork Chops
Two center-cut, wood-grilled pork chops stuffed with prosciutto and fontina, topped with mushrooms and our Lombardo Marsala wine sauce. Served with your choice of side.

Coco’s Bakery | Sep 2017
Chicken Primavera Alfredo Pasta
Sliced Chicken breast with a medley of vegetables (mushrooms, tomatoes, broccoli, shredded carrots) in Coco’s original creamy Alfredo sauce over fettuccine with Parmesan cheese. Served with garlic cheese bread.

Corner Bakery | Sep 2017
Farmers Scrambler
Scrambled eggs, peppers, mushrooms, onion & cheddar.
MUSHROOMS: SEPTEMBER INTRODUCTIONS

Huddle House | Sep 2017
Prime Rib Tips Dinner
Prime rib tips grilled with sauteed mushrooms and onions with au jus, Texas toast and two sides.

Huddle House | Sep 2017
Prime Rib Tips Sandwich
Prime rib tips on a new brioche bun with melted Swiss cheese and sauteed mushrooms and onions, served with au jus and fries.

Huddle House | Sep 2017
Prime Rib Tips Omelet
An omelet stuffed with prime rib tips, Swiss cheese and sauteed mushrooms and onions, served with toast and hashbrowns or grits.
MUSHROOMS: SEPTEMBER INTRODUCTIONS

**Meatloaf & Mashed Potatoes**
A blend of ground pork, beef, lamb, herbs and wild mushrooms. Served atop roasted garlic mashed potatoes and Texas toast, smothered in a brown mushroom gravy and topped with fried onions. Part of a specialty, 4-course Wine Dinner. Each course is made up of a food item not currently featured on our regular table menu and is paired with a different wine for each course for $39.95.

**Stuffed Hash Browns**
Hash browns layered with scrambled eggs, American cheese, sauteed mushrooms and onions and choice of prime rib tips, sausage or country fried steak.

**Hash Browns with Bacon, Sausage & Sausage Gravy**
Hash browns layered with scrambled eggs, American cheese, sauteed mushrooms and onions with bacon and sausage, smothered in sausage gravy.

**Meatloaf & Mashed Potatoes**
A blend of ground pork, beef, lamb, herbs and wild mushrooms. Served atop roasted garlic mashed potatoes and Texas toast, smothered in a brown mushroom gravy and topped with fried onions. Part of a specialty, 4-course Wine Dinner. Each course is made up of a food item not currently featured on our regular table menu and is paired with a different wine for each course for $39.95.
MUSHROOMS: SEPTEMBER INTRODUCTIONS

Marie Callender’s | Sep 2017

Home-Style Beef Stroganoff
Tender beef sauteed with fresh mushrooms in a demi-glace red wine beef sauce, with caramelized onions and a hint of Grey Poupon Dijon. Served over fettuccine noodles with a dollop of sour cream.

Mimi’s Café | Sep 2017

Provencal Veggie Pasta with Chicken
Roasted zucchini, squash, eggplant, mushrooms, artichokes, onions, grape tomatoes and pasta. Also available with shrimp or salmon.

Mimi’s Café | Sep 2017

French Dip
Sliced roast beef on a fresh baguette with horseradish cream and a side of au jus. Comes with your choice of French Fries, Mixed Fruit or Petite House Salad. Add bell peppers, caramelized onions, mushrooms and mozzarella.
MUSHROOMS: SEPTEMBER INTRODUCTIONS

Olive Garden | Sep 2017
Never Ending Pasta Bowl
Enjoy over 100 combinations of your favorite pastas, sauces and toppings. And as always, all the soup or salad and breadsticks you want. First pick your perfect pasta (Fettuccine, Spaghetti, Rigatoni, Angel Hair, Cavatappi, Gluten-Free Rotini, Whole Grain Linguine), then select your favorite sauce (NEW! Creamy Mushroom, Traditional Marinara, Five Cheese Marinara, Traditional Meat Sauce, Alfredo, Asgago Garlic Alfredo), and add a topping for an additional price (Meatballs, Italian Sausage, Crispy Chicken Fritta, Grilled Chicken, Crispy Shrimp Fritta). All starting at $9.99.

Perkins | Sep 2017
Beef Stroganoff
Seasoned, grilled beef tips with sauteed onions and mushrooms, served on tender egg noodles tossed in a savory cream sauce. Finished with a drizzle of sour cream.

Ram Restaurant & Brewery | Sep 2017
Goddess of Love
Mixed arcadian greens, green goddess dressing, seasoned and grilled turkey patty, topped with house-smoked sliced mushrooms, braised red onion jam, brioche bun. All burgers come with Fresh-Cut Fries. RAM chips, House Green Salad, and Zesty Coleslaw are available upon request.
MUSHROOMS: SEPTEMBER INTRODUCTIONS

Ruby Tuesday | Sep 2017
Mega Mushroom & Swiss Burger
Smothered in roasted baby 'bella mushrooms and Swiss cheese with our RT Burger Sauce. Made with 100% USDA Choice beef and served open-faced on our brioche bun with shredded lettuce, onion, tomato, and pickle chips. Served with a side of fries.

Ruby Tuesday | Sep 2017
Triple Prime Mega Mushroom & Swiss
Smothered in roasted baby 'bella mushrooms and Swiss cheese with our RT Burger Sauce. The best of the best, they're handcrafted from USDA Prime beef - only 2% of all beef is graded Prime, and served open-faced on our brioche bun with shredded lettuce, onion, tomato, and pickle chips. Served with a side of fries.

Tony Roma's | Sep 2017
Grilled Shrimp Primavera
Angel hair pasta tossed with grilled shrimp, baby spinach, sundried tomatoes, mushrooms and feta cheese in a creamy chive butter sauce.
SCORES TOP PERFORMERS
Each month, SCORES tests every new menu item and LTO from major chains with consumers. Hundreds of items from all sections of the menu are tested for six key measures:

<table>
<thead>
<tr>
<th>Metric</th>
<th>Question</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase Intent (PI)</td>
<td>would you order this item?</td>
</tr>
<tr>
<td>Branded PI</td>
<td>would you order it at this place?</td>
</tr>
<tr>
<td>Uniqueness</td>
<td>is it new and different?</td>
</tr>
<tr>
<td>Frequency</td>
<td>how often would you have it?</td>
</tr>
<tr>
<td>Draw</td>
<td>would you go there just for this?</td>
</tr>
<tr>
<td>Value</td>
<td>is it a good value at that price?</td>
</tr>
</tbody>
</table>
Huddle House’s Stuffed Hash Browns is among the strongest performers during Q3, resonating with consumers for purchase intent, uniqueness, visit frequency, and draw.

**ITEM:**
Stuffed Hash Browns

**OPERATOR:**
Huddle House

**ITEM TYPE:**
Returning Item

**DATE:**
Sep 2017

**PRICE:**
$8.49

**DESCRIPTION:**
Hash browns layered with scrambled eggs, American cheese, sauteed mushrooms and onions and choice of prime rib tips, sausage or country fried steak.

**NORMATIVE RANK:**
Reflect comparison to all items (100 = best in class; 1 = worst in class)
Consumers also responded positively towards Maggiano’s Braised Beef Contadina, rating it among the most unique mushroom menu items in Q3.

**ITEM:**
Braised Beef Contadina

**OPERATOR:**
Maggiano’s Little Italy

**ITEM TYPE:**
Limited Time Offer

**DATE:**
Aug 2017

**PRICE:**
$24.95

**DESCRIPTION:**
Italian Sausage, Roasted Mushrooms & Peppers, Crispy Vesuvio Potatoes.

### Normative Rank

- **UNBRANDED PURCHASE INTENT:** 74
- **BRANDED PURCHASE INTENT:** 80
- **UNIQUENESS:** 7
- **FREQUENCY:**
- **DRAW:**
- **VALUE:** 16

**NORMATIVE RANK:** Reflect comparison to all items (100 = best in class; 1 = worst in class)
Every quarter, FLAVOR tests thousands of foods, flavors, ingredients, and beverages with consumers. Consumers are asked to rate these foods and flavors across three key metrics:
**MUSHROOM**

**MAC™ Stage**

<table>
<thead>
<tr>
<th>Stage</th>
<th>Inception</th>
<th>Adoption</th>
<th>Proliferation</th>
<th>Ubiquity</th>
</tr>
</thead>
</table>

**EXPERIENCE**

- **Know it**: 94%
- **Many times**: 31%

- **RANK among Fruits & Veggies**
  - #50 of 306
  - #55 of 306
  - #29 of 306

**WHO REALLY LOVES IT?**

- **Like it**: 25%
- **Neutral**: 10%
- **Dislike**: 7%
- **Hate it**: 11%

- **RANK among Fruits & Veggies**
  - #38 of 306

**AFFINITY**

- **Love it**: 36%
- **Neutral**: 10%
- **Dislike**: 7%
- **Hate it**: 11%

**RANK among Fruits & Veggies**

- #29 of 306

**Normative indices**

- 50 = avg among group

Source: Datassential FLAVOR™

**Mushroom Council**

Q3 2017 Mushroom Introductions
Datassential is your best source for food industry insights; from the latest menu trends to the products shoppers want at the grocery store.