MUSHROOM MENU TRENDS
DATASSENTIALS REPORT SUMMARY

Mushrooms are a critical component for menus in all segments and all categories including pizza, pasta, burgers, appetizers and breakfast.

MENU CATEGORIES

PIZZA

Mushrooms are the 4th most popular item on pizza (trailing only cheese, onion and tomato, and higher than sausage and pepperoni). Truffle, roasted mushrooms, white buttons and criminis are among the fastest growing vegetables on pizza.

76% of all pizzas served feature mushrooms. Other common ingredients on mushroom pizzas include spinach, bacon, fennel sausage, eggs and arugula.

BURGERS

Mushroom burgers have the largest penetration and growth at Fast Casual restaurants.

Appearing on 35% of burger menus, mushrooms are a popular ingredient, but the variety is often unidentified, providing strong opportunity.

Premium toppings like shallots, arugula, gorgonzola, and applewood smoked bacon are increasingly being menued with mushrooms on burgers.

MUSHROOM VARIETIES

Mushrooms are on more than 80% of all menus. They have grown on all menus including independents, regional and national chains.

16.2%
11.6%
9.1%
4.0%
3.7%
Mushrooms are the 7th most common item and the 2nd most menued vegetable with pasta (trailing only tomatoes). Mushrooms are increasing in pasta dishes with premium proteins like short ribs grilled shrimp and crabmeat.

**BREAKFAST**

Mushrooms are the 3rd most popular vegetable (trailing tomatoes and onions). Roasted mushrooms make the fastest growing list with greater than 100% growth.

Omelettes, frittatas, benedicts, and quiche are among the most popular mushroom egg dishes.

Crimini mushrooms with eggs are up 73% over the past 4 years.

**PENETRATION TIME TREND BY SEGMENT**

Mushrooms are menued most often at full service restaurants. Penetration is growing across all segments with the largest growth at Fast Casual and Fine Dining restaurants.

**FAST CASUAL & FINE DINING**

**PASTA**

**BREAKFAST**

Found on 41% of appetizer menus. With salads being by far the most popular appetizer and growth in specialty soups, such as bisque, tom kha, tom yum, and hot & sour.

The number two item menued with chicken dishes (out-pacing cheese, sauces and other vegetables).

2nd most popular ingredient for plant-forward, center-of-the-plate items.

To view the complete study and quarterly LTO reports visit mushroomcouncil.org/research