

# MUSHROOM INTRODUCTIONS

top 250 chains & c-stores | SCORES top performers | FLAVOR profile

Q4 2018



# OCTOBER

20 introductions



## Cajun Pasta With Blackened Chicken

Applebee's | Oct 2018

This dish has the Cajun kick. Creamy, zesty Cajun sauce over penne pasta, roasted poblano peppers, red bell peppers, sautéed mushrooms and red onions. Topped with Blackened Chicken and a sprinkle of parsley. Served with our new delicious signature breadstick, brushed with garlic and parsley butter.



## Cajun Pasta with Blackened Shrimp

Applebee's | Oct 2018

This dish has a spicy Cajun kick. Creamy, zesty Cajun sauce over penne pasta, roasted poblano peppers, red bell peppers and sautéed mushrooms. Topped with blackened shrimp and a sprinkle of parsley. Served with our new delicious signature breadstick, brushed with garlic and parsley butter.



## Creamy Penne Pasta with Sliced Prime Rib

Applebee's | Oct 2018

Penne pasta and tender, thinly sliced prime rib tossed in a hearty, Parmesan cream mushroom sauce with sundried tomato. Finished with Parmesan cheese and a sprinkle of parsley. Served with our new delicious signature breadstick, brushed with garlic and parsley butter.





## Fired Roasted Vegetables "Tucci"

Bertucci's Brick Oven Pizzeria | Oct 2018

Mushrooms, onions and suntan peppers. Vegetarian, gluten-sensitive.



## Steak Tips Fettuccine

Bertucci's Brick Oven Pizzeria | Oct 2018

Al dente fettuccine, sauteed steak tips, mushroom cream sauce with porcini and white truffle essence.



## Spaghetтини + Organic Vegetable (Meatless) Meatballs

Bravo! Cucina Italiana Restaurant | Oct 2018

Handmade organic eggplant, onion, mushroom & carrot meatballs that taste like meat with aged parmigiana, fresh garlic and Italian parsley, freshly made marinara, thin al dente spaghetti, Grana Padano Zanetti - only the best!



## Creamy Short Rib Orecchiette

Buca Di Beppo | Oct 2018

Slow-braised pulled short ribs, baby portobello mushrooms, red onions, Parmigiano-Reggiano & orecchiette pasta tossed in a velvety cream sauce, topped with fire-roasted tomatoes.



## Tortellini Bianca

Buca Di Beppo | Oct 2018

Cheese-filled tortellini, baby portobello mushrooms, arugula & cream tossed & topped with Parmigiano-Reggiano.



## Bolognese Spaghetti

California Pizza Kitchen | Oct 2018

Our slowly simmered rustic meat sauce with Cremini mushrooms, sprinkled with scallions. Part of our Lunch Duo menu, get a lunch sized pasta and choice of soup or salad.



## Tavern Philly

Charley's Philly Steaks | Oct 2018

Try our new limited-time offer the Tavern Philly with 100% USDA Choice Steak, grilled onions and fresh mushrooms, and topped with melted natural provolone and creamy, irresistible Horseradish Aioli. Always Grilled Fresh. Step up to steak!



## Mushroom Jack Chicken Fajitas

Chilis | Oct 2018

Grilled chicken, sautéed mushrooms, crumbled bacon & mixed cheese. Sizzling with chipotle butter, cilantro, bell peppers & onions. Served with Mexican rice, black beans, guacamole, sour cream, pico, salsa, shredded cheese, flour or all-natural corn tortillas.



## Mega Philly Cheese Melt

Denny's | Oct 2018

Your choice of juicy prime rib or grilled and sliced seasoned chicken breast with sautéed mushrooms, fire-roasted bell peppers & onions, shredded Italian cheeses and Pepper Jack queso. Served on a hoagie roll grilled with garlic & herbs.



## Duo of Beef

Fleming's Prime Steakhouse | Oct 2018

Wagyu strip steak, braised short ribs, shiitake mushroom risotto, cabernet demi-glace sauce, pickled onions. Paired with 1000 Stories Wine - Grapes chosen from the golden valleys and hills of California were combined to create this bold, adventurous testament to that intrepid spirit. This rich wine presents flavors of black fruit, cloves, pepper and vanilla. Blends of Merlot, Syrah, Cabernet Sauvignon & Petite Sirah. Part of our Whiskey & Wine Dinner - We have paired hand-crafted cocktails, straight pours, & whiskey barrel-aged wine alongside a decadent five-course Chef's dinner for \$100 per person.

## Pasta Milano

Macaroni Grill | Oct 2018

Roasted chicken, sun-dried tomatoes, mushrooms, rigatoni, roasted-garlic cream sauce.

## Stuffed Mushrooms

Macaroni Grill | Oct 2018

Mushroom caps filled with sausage, goat cheese, ricotta + spinach, crispy parsley.





## Sausage Rigatoni

Macaroni Grill | Oct 2018

Italian sausage, mushrooms, romano, creamy alfredo, rigatoni.



## Braised Beef Contadina

Maggiano's Little Italy | Oct 2018

Italian Sausage, Roasted Mushrooms & Peppers, Crispy Vesuvio Potatoes.



## Steak & Portabella Pizza

Newks Eatery | Oct 2018

Flame-grilled petite tenderloin steak, grilled portabella mushrooms, caramelized onions, mozzarella cheese and rich vine-ripened tomato sauce. Topped with Gorgonzola cheese.





## Zucchini Truffle Mac

Noodles & Co | Oct 2018

Zucchini noodles in our famous cheese sauce with black truffle, roasted mushrooms, parmesan cheese and toasted breadcrumbs.



## Chicken-Fried Steak Scrambler

Village Inn | Oct 2018

A hearty fixing of chicken-fried steak scrambled with two eggs, diced onion, red bell pepper and sliced fresh mushrooms. Topped with country sausage gravy.



# NOVEMBER

14 introductions



## Smokey Blue Cheeseburger

Burgerville Usa | Nov 2018

Our Smokey Blue Cheeseburger combines the nutty, slightly sweet flavor of Rogue Creamery's cave-aged Smokey Blue cheese with seasoned Yamhill County mushrooms, pepper bacon and the savory tang of Burgerville's garlic aioli.



## Green Bean Casserole

Cracker Barrel | Nov 2018

Our take on the classic casserole features green beans cooked in a rich, savory mushroom sauce and topped with made-inhouse fried onion straws. Upgrade any side to Green Bean Casserole or try as an additional side.



## Braised Short Ribs, Fettuccine & Mushrooms

Glory Days Grill | Nov 2018

Tender beef short ribs served atop fresh fettuccine tossed with garlic cream sauce with a touch of horseradish. Served with sautéed mushrooms and topped with crispy onion straws.



## The VP Cheesesteak

Granite City Food and Brewery | Nov 2018

Shaved sirloin in rich porter gravy, caramelized onion, sauteed mushroom, covered with Swiss cheese sauce and tucked in a grilled baguette. Served with French fries.



## Mushroom Swiss Big Bold Burger

Huddle House | Nov 2018

An all-time favorite with the added flavor of sauteed onions and mushrooms, onion ring and roasted garlic sauce. Served with your choice of lightly salted French fries, sweet potato fries, tater tots or fresh fruit.



## Thai Shrimp Skillet

Marie Callender's | Nov 2018

Sauteed shrimp, fresh vegetables, oven-roasted tomatoes and mushrooms in a spicy Thai shrimp sauce. Served with herb rice and topped with basil.





## Double Mushroom & Swiss Burger

McDonald's | Nov 2018

The Double Mushroom & Swiss Burger brings out layers of texture and flavor that come together perfectly, with seasoned mushrooms, creamy bistro aioli, Swiss cheese and crispy onion strings. Made with two 100% fresh beef 1/4. patties, cooked right when you order and served on an artisan roll.



## Mushroom & Swiss Artisan Grilled Chicken

McDonald's | Nov 2018

The mouthwatering Mushroom & Swiss Artisan Grilled Chicken sandwich brings out layers of texture and flavor that come together perfectly, with seasoned mushrooms, creamy bistro aioli, Swiss cheese and crispy onion strings. It all comes together with a grilled chicken breast made with all white meat chicken and served on an artisan roll.



## Mushroom & Swiss Burger

McDonald's | Nov 2018

Our Mushroom & Swiss Burger brings out layers of texture and flavor that come together perfectly, with seasoned mushrooms, creamy bistro aioli, Swiss cheese and crispy onion strings. Made with a 100% fresh beef 1/4 lb. patty, cooked right when you order and served on an artisan roll.



## Mushroom & Swiss Buttermilk Crispy Chicken

McDonald's | Nov 2018

The Mushroom & Swiss Buttermilk Crispy Chicken Sandwich brings out layers of texture and flavor that come together perfectly, with seasoned mushrooms, creamy bistro aioli, Swiss cheese and crispy onion strings. With Buttermilk Crispy Chicken made with all white meat chicken and served on an artisan roll.



## Prime Burger

Miller's Ale House | Nov 2018

Melted white American cheese, shaved prime rib, roasted mushrooms, sautéed onions, gravy, crispy onion tangles and creamy aioli. Burgers feature a half pound, 100% ground beef sirloin, hand-formed patty, seasoned, grilled to order, toasted black and white sesame bun, crisp seasoned French fries.



## Short Rib Pot Pie

Ninety Nine Restaurant and Pub | Nov 2018

Freshly baked to order. Tender braised short ribs in a red wine sauce with fresh carrots, mushrooms and onions. Topped with a buttery, flaky crust, Vermont Cheddar cheese and applewood smoked bacon. Served with a side of Maine Russet mashed potatoes.

**Ruby  
Tuesday**



## Bella Peppercorn Rib Eye

Ruby Tuesday | Nov 2018

12 oz. rib eye seasoned with cracked peppercorns and topped with baby 'bella mushrooms and shaved Asiago cheese. Served with choice of two sides.

## Salisbury Steak

Ruby Tuesdays | Nov 2018

Made with ground beef, onions, mushrooms, peppers, & savory gravy.



# DECEMBER

8 introductions





## Champagne Chicken

Carrabba's | Dec 2018

Sauteed chicken breast topped with jumbo lump crabmeat, mushrooms, roasted red bell peppers in our champagne cream sauce, served with your choice of side.



## Beef Tenderloin Skillet

Cotton Patch Cafe | Dec 2018

Savory beef tenderloin tips seared on the grill and topped with mushroom wine sauce. Served over our homemade skin-on garlic mashed potatoes and one homestyle fixin'.



## Pork Marsala

Eat'n Park Restaurants | Dec 2018

A twist on the classic, we top a grilled, boneless pork chop with our Marsala wine sauce and grilled mushrooms. Plus, we serve it with two sides and bakery-fresh rolls.



## A.1. Chop House Burger

Freddy's Frozen Custard & Steakburger | Dec 2018

The A.1. Chop House Steakburger is cooked-to-order with two sizzling steakburger patties topped with grilled onions, sautéed mushrooms and white cheddar cheese. The burger is drizzled with a zesty A.1. and garlic sauce, and served on a homestyle bun.



## Bamboo Bowl

Freshii | Dec 2018

Brown rice, broccoli, carrots, cabbage, coconut, mushrooms, cilantro, lime wedge, green curry sauce



## The Farmhouse Skillet

Marie Callender's | Dec 2018

Diced ham, mushrooms, oven-roasted tomatoes, fresh vegetables and two eggs\* any style, with pepper jack cheese and country sausage gravy served over tater tots.



## Steak Medallions & Shrimp

Perkins | Dec 2018

Tender USDA steak medallions with crimini mushrooms and onions, all topped with garlic butter and served with four crispy jumbo shrimp and two dinner sides.



## Steak Medallions & Eggs

Perkins | Dec 2018

Tender USDA steak medallions with grilled crimini mushrooms and onions. Served with two eggs, choice of hash browns or breakfast potatoes and choice of three buttermilk pancakes, fresh baked Mammoth Muffin or buttered toast.

# SCORES TOP PERFORMERS



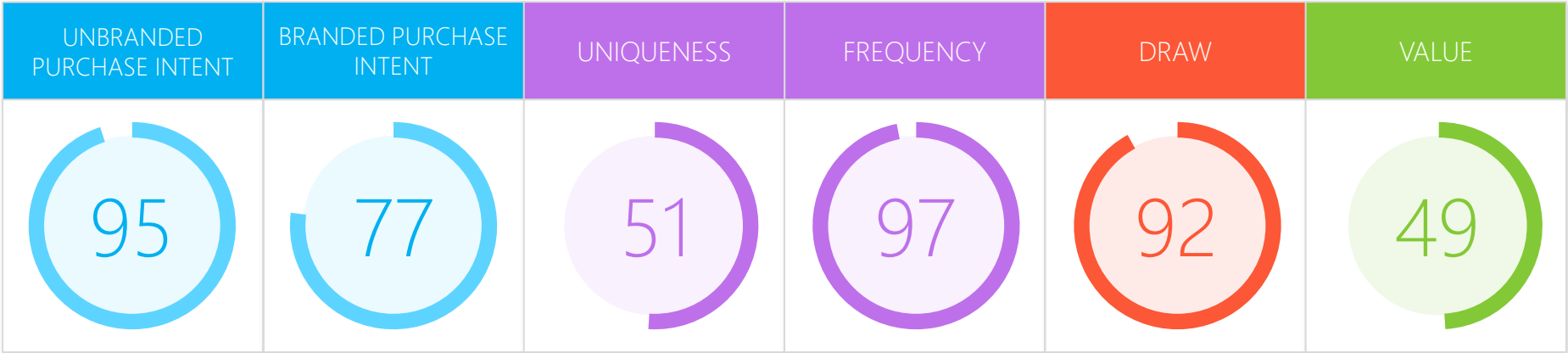
# SCORES METRICS

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:

Purchase Intent (PI)	<i>would you order this item?</i>
Branded PI	<i>would you order it at this place?</i>
Uniqueness	<i>is it new and different?</i>
Frequency	<i>how often would you have it?</i>
Draw	<i>would you go there just for this?</i>
Value	<i>is it a good value at that price?</i>

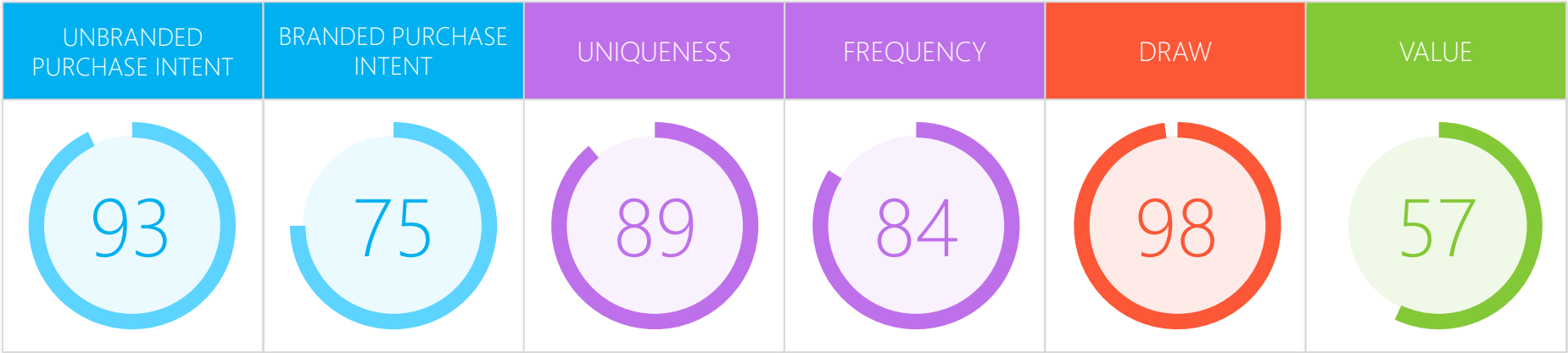
Denny's reinvented Philly sandwiches with their Mega Philly Cheese Melt which includes mushrooms, fire-roasted bell peppers, onions, and a variety of cheeses resulting in high purchase intent, frequency, and draw.

ITEM: Mega Philly Cheese Melt			
OPERATOR: Denny's	ITEM TYPE: New Item	DATE: Oct 2018	PRICE: \$10.29
DESCRIPTION: Your choice of juicy prime rib or grilled and sliced seasoned chicken breast with sauteed mushrooms, fire-roasted bell peppers & onions, shredded Italian cheeses and Pepper Jack queso. Served on a hoagie roll grilled with garlic & herbs.			



Miller's Ale House uses high quality ingredients such as prime rib, roasted mushrooms, aioli resulting in high scores across the board especially purchase intent and uniqueness.

ITEM: Prime Burger			
OPERATOR: Miller's Ale House	ITEM TYPE: Limited Time Offer	DATE: Nov 2018	PRICE: \$11.99
DESCRIPTION: Melted white American cheese, shaved prime rib, roasted mushrooms, sauted onions, gravy, crispy onion tangles and creamy aioli. Burgers feature a half pound, 100% ground beef sirloin, hand-formed patty, seasoned, grilled to order, toasted black and white sesame bun, crisp seasoned French fries.			





# FLAVOR



# FLAVOR METRICS

## LEARN WHAT CONSUMERS CRAVE

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:



# White Mushroom

consumer trial + affinity

source: Datassential FLAVOR™

MAC™ Stage

inception

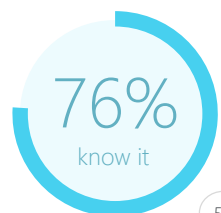
adoption

proliferation

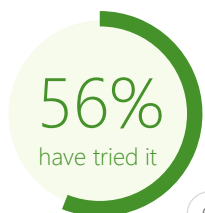
ubiquity

## EXPERIENCE

Normative indices in grey circles



RANK among  
Fruits & Veggies  
#152 of 325



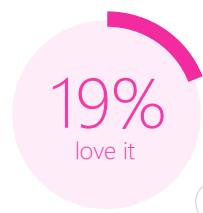
RANK among  
Fruits & Veggies  
#133 of 325



RANK among  
Fruits & Veggies  
#88 of 325

## AFFINITY

Normative indices in grey circles



24% like it

11% neutral

4% dislike

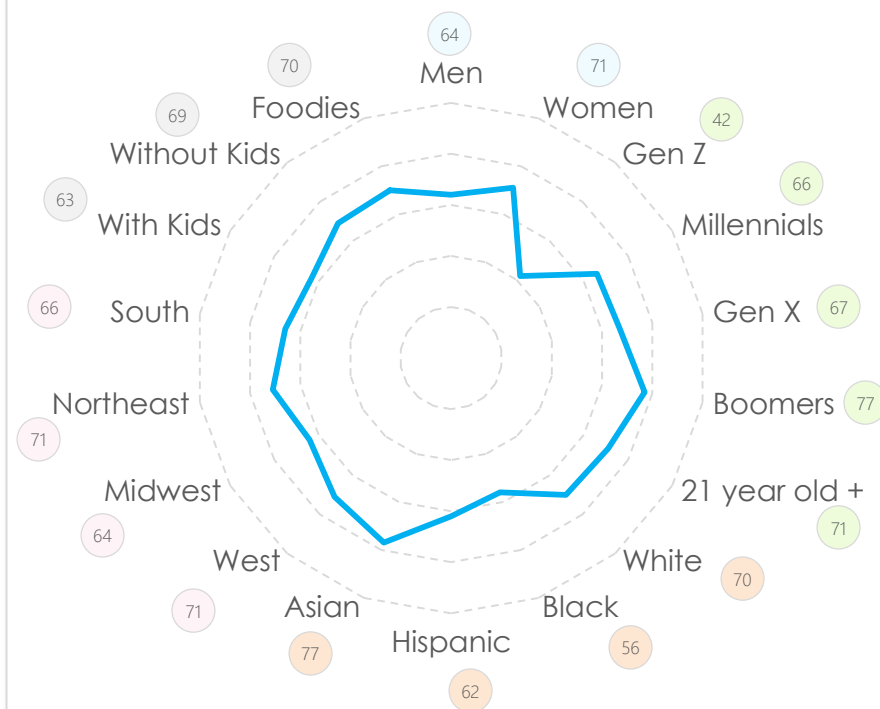
7% hate it

\*36% have no opinion

RANK among  
Fruits & Veggies  
#112 of 325

## WHO REALLY LOVES IT?

Normative indices shown  
50 = avg among group



# FOOD WITH A STORY™

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

