



# MUSHROOM INTRODUCTIONS

Top 250 chains & c-stores | SCORES top performers | FLAVOR profile  
Q1 2020



A top-down view of fresh mushrooms and herbs on a dark, textured wooden surface. In the upper left, a whole white mushroom stands next to a green herb leaf. To its right, a mushroom is sliced horizontally, revealing its gills and stem. Below these, another mushroom is sliced vertically, showing its internal structure. Several small, round, light-colored seeds or peppercorns are scattered around the mushrooms. A few more green herb leaves are placed throughout the scene, adding to the fresh, natural aesthetic.

# JANUARY

15 introductions

DATASSENTIAL





## Mushroom & Onion Chopped Steak

Bob Evans | Jan 2020

Served with mashed potatoes, gravy and broccoli.



## Fontina Pork Chop

Bonefish Grill | Jan 2020

Bone-in pork chop, Fontina cheese, garlic, prosciutto, and mushroom Marsala wine sauce.



## Bourbon Chicken Sizzlin' Skillet

Denny's | Jan 2020

Grilled seasoned chicken breasts covered with a bourbon glaze, topped with fire-roasted bell peppers & onions and mushrooms, all atop broccoli and seasoned red-skinned potatoes.



## Crazy Spicy Sizzlin' Skillet

Denny's | Jan 2020

Chorizo sausage, fire-roasted bell peppers & onions, mushrooms, jalapenos and seasoned red-skinned potatoes. Topped with grilled seasoned chicken breast, Cheddar cheese, a spicy five pepper sauce and Pepper Jack queso.



## Parmesan Chicken Sizzlin' Skillet

Denny's | Jan 2020

Crispy brussels sprouts, grilled mushrooms, caramelized onions and whole grain rice topped with grilled seasoned chicken breast, Italian cheeses and Parmesan cream sauce.



## Santa Fe Sizzlin' Skillet

Denny's | Jan 2020

Chorizo sausage, fire-roasted bell peppers & onions, mushrooms and seasoned red-skinned potatoes. Topped with Cheddar cheese and eggs.



## Primavera Zoodles

Eat'n Park | Jan 2020

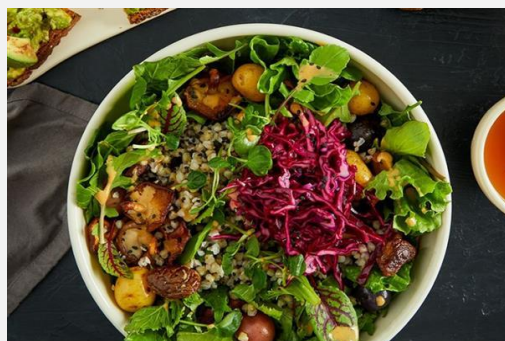
Enjoy our zucchini noodles tossed with carrots, broccoli, mushrooms, and tomatoes in a light cream sauce and topped with Grilled Chicken or Herb-Crusted Chicken. It's served with your choice of one side and garlic toast.



## Mushroom Frittata

Le Pain Quotidien | Jan 2020

Shiitake, button, and cremini mushrooms, goat cheese, and arugula, served with a small green salad.



## Vegan Forager Bowl

Le Pain Quotidien | Jan 2020

A savory blend of cremini, button, & shiitake mushrooms, mixed greens, buckwheat, potatoes, black sesame seeds all brought together with a miso vinaigrette.





## Steak & Ravioli

Maggiano's Little Italy | Jan 2020

Our classic duo: Beef Medallions & Mushroom Ravioli al Forno served with grilled asparagus, garlic mashed potatoes and topped with crispy onion strings.



## Short Rib Flatbread

Ninety Nine Restaurant & Pub | Jan 2020

Crisp flatbread glazed with red pepper pesto topped with caramelized onions, braised short ribs, mushrooms and mozzarella and provolone cheeses.



## Short Rib Pot Pie

Ninety Nine Restaurant & Pub | Jan 2020

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 baked with Vermont Cheddar cheese and applewood smoked bacon. Served with Maine Russet mashed potatoes.



## Zoodle Primavera

Olive Garden | Jan 2020

Zucchini noodles tossed in a light basil cream sauce with broccoli, carrots, seasoned tomatoes, roasted red peppers and mushrooms.



## Savory Bourbon Steak Tips

Shoney's | Jan 2020

Steak tips seasoned with Shoney's steak seasoning, sauteed broccoli, red bell peppers, sweet onions and mushrooms all tossed in a savory bourbon sauce and then served over your choice of steamed rice.



## Zoodle Primavera

Uno Pizzeria & Grill | Jan 2020

Our fresh, housemade zucchini noodles sauteed with marinated artichokes, fresh wild mushrooms, dorati cherry tomatoes, fresh spinach, EVOO, and fresh garlic. Topped with fresh basil and parsley.



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# FEBRUARY

9 introductions

DATASSENTIAL





## Champagne Chicken

Carrabba's | Feb 2020

Sauteed chicken breast in a champagne cream sauce, topped with jumbo lump crabmeat, mushrooms, roasted red bell peppers and fresh tarragon. Served with choice of side.



## Linguine Adriatico

Carrabba's | Feb 2020

Linguine tossed with Alfredo sauce, peas, mushrooms and grilled vegetables. Topped with lightly breaded and grilled shrimp & scallops with a touch of pomodoro sauce.



## Porterhouse

Fleming's Prime Steakhouse | Feb 2020

24 oz. wild mushroom whiskey cream sauce.





## Broccoli Mushroom Mac & Cheese

Friendly's | Feb 2020

Our extra cheesy corkscrew pasta served in a vary veggie way...with garlic sauteed mushrooms and broccoli.



## Garlic Mushroom Bleu Sirloin

Friendly's | Feb 2020

A tender, juicy 6oz sirloin topped with garlic-y mushrooms, sauteed onions, and hold bleu cheese crumbles. Served with a side salad and garlic red skin mashed potatoes.



## Mushroom Cheese-Mania Burger

Friendly's | Feb 2020

Our Big Beef Burger, delectable Portobello mushrooms, melted American cheese and Cheddar cheese sauce on a grilled Brioche roll next to a pile of golden fries.





## Prime Rib Tips Skillets w/ Country Sausage Gravy or Cheese Sauce

Huddle House | Feb 2020

Prime Rib tips on top of diced potatoes seasoned with caramelized onions, mushrooms, and green peppers, covered in country sausage gravy OR cheese sauce, topped with fried eggs and shredded cheddar cheese.



## Roasted Vegetable Penne Pasta

La Madeleine | Feb 2020

Garlic-roasted zucchini, grape tomatoes & bell peppers sauteed with kale, mushrooms and basil olive oil tossed penne.



## Shrimp Alfredo Primavera

Shari's | Feb 2020

Plump shrimp sauteed with mushrooms, tomatoes, onions and broccoli then blended with creamy alfredo sauce and cavatappi pasta. Tossed with fresh spinach then topped with chopped green onion and Parmesan cheese.



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# MARCH

7 introductions





## Prime Rib Dubliner

Beef 'O' Brady's | Mar 2020

Thinly sliced prime rib, sauteed mushrooms, swiss cheese, grilled brioche bread and creamy mashed potatoes smothered with Guinness gravy. Served with steamed broccoli.



## Impossible Pasta Bolognese

Cheesecake Factory | Mar 2020

An Unbelievably Delicious Meatless Tomato Sauce with Sauteed Mushrooms, Onions, Garlic and Herbs.



## Spinach & Mushroom Flatbread Pizza

Cheesecake Factory | Mar 2020

With Mozzarella, Parmesan, Garlic, Herbs and Extra Virgin Olive Oil.





## Deluxe Pizza Bowl

Marco's Pizza | Mar 2020

Features pepperoni, Italian sausage, mushrooms, green peppers, and onions baked with our original sauce and three fresh signature cheeses. A crustless pie made to meet consumers ever-changing dietary preferences. A crustless pie made to meet consumers ever-changing dietary preferences.



## Garden Pizza Bowl

Marco's Pizza | Mar 2020

Featuring mushrooms, black olives, onions, tomatoes, feta cheese, the brand's signature three cheeses, original pizza sauce, Romesan seasoning and garlic sauce. A crustless pie made to meet consumers ever-changing dietary preferences.



## Chicken & Garlic Gourmet Pizza

Round Table | Mar 2020

We bring to you the delectable Chicken & Garlic Gourmet! With grilled chicken, garlic, mushrooms, tomatoes and onions all atop our signature creamy garlic sauce and homemade crust, this pizza makes for a divine feast!





## Shrimp Alfredo Primavera

Shari's | Mar 2020

Plump shrimp sauteed with mushrooms, tomatoes, onions and broccoli then blended with creamy alfredo sauce and cavatappi pasta. Tossed with fresh spinach then topped with chopped green onion and Parmesan cheese.





**SCORES TOP PERFORMERS**

Maggiano's incorporated premium and seasonal ingredients including beef medallions and grilled asparagus paired with mushroom ravioli, resulting in high purchase intent, uniqueness, and draw.

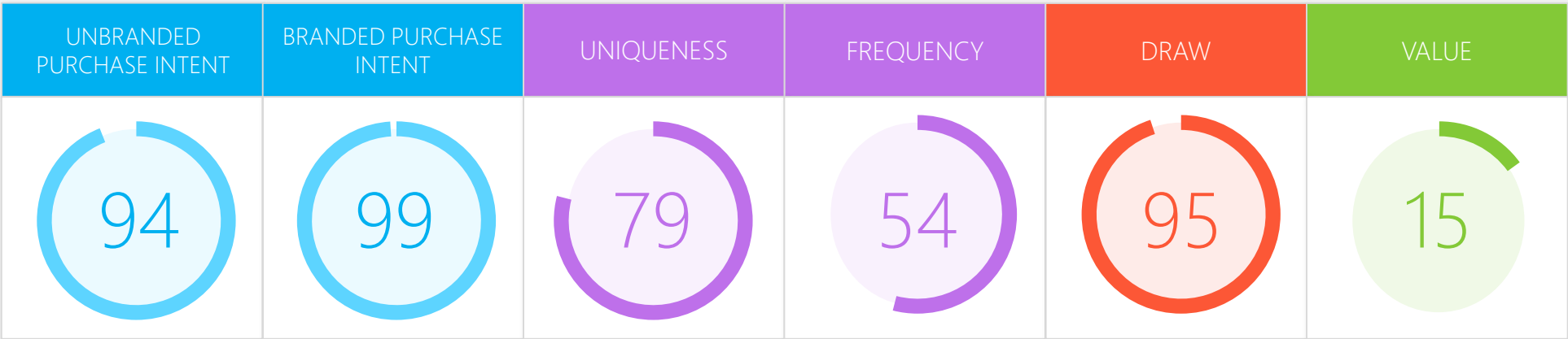
ITEM:

Steak & Ravioli

OPERATOR: Maggiano's Little Italy	ITEM TYPE: Returning Item	DATE: Jan 2020	PRICE: \$26.99
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DESCRIPTION:

Our classic duo: Beef Medallions & Mushroom Ravioli al Forno served with grilled asparagus, garlic mashed potatoes and topped with crispy onion strings.





Denny's sizzling' skillet resulted in high scoring purchase intent with bold flavors including bourbon glaze and fresh mushrooms.

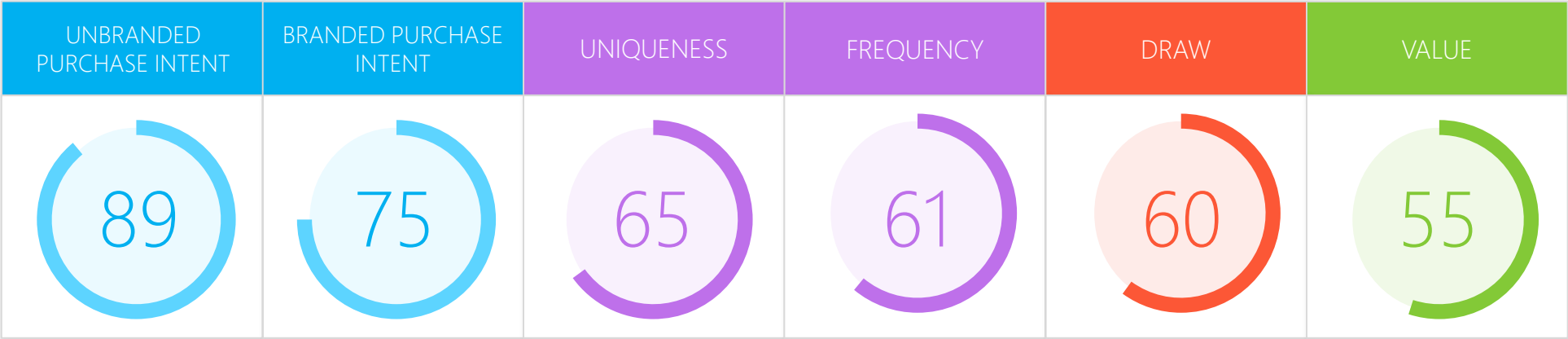
ITEM:

**Bourbon Chicken Sizzlin' Skillet**

OPERATOR: Denny's	ITEM TYPE: Limited Time Offer	DATE: Jan 2020	PRICE: \$10.29
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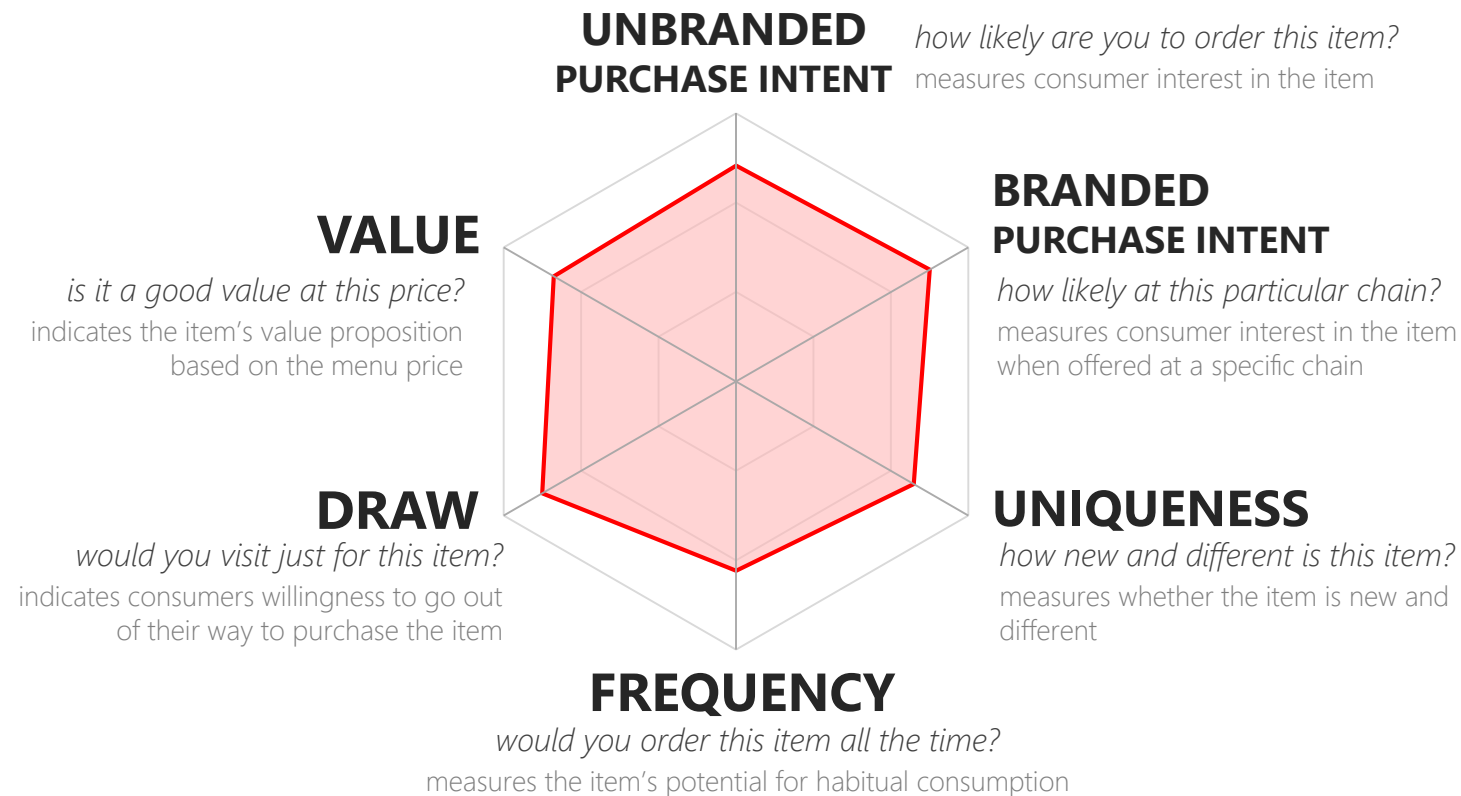
DESCRIPTION:

Grilled seasoned chicken breasts covered with a bourbon glaze, topped with fire-roasted bell peppers & onions and mushrooms, all atop broccoli and seasoned red-skinned potatoes.



# 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 metrics**:







APPENDIX

# FLAVOR

# Crimini Mushrooms

## EXPERIENCE



## AFFINITY



11% like it

8% neutral

2% dislike

4% hate it

\*67% have no opinion

**18%**  
love/like It  
among those that have tried it

MAC™ Stage

inception

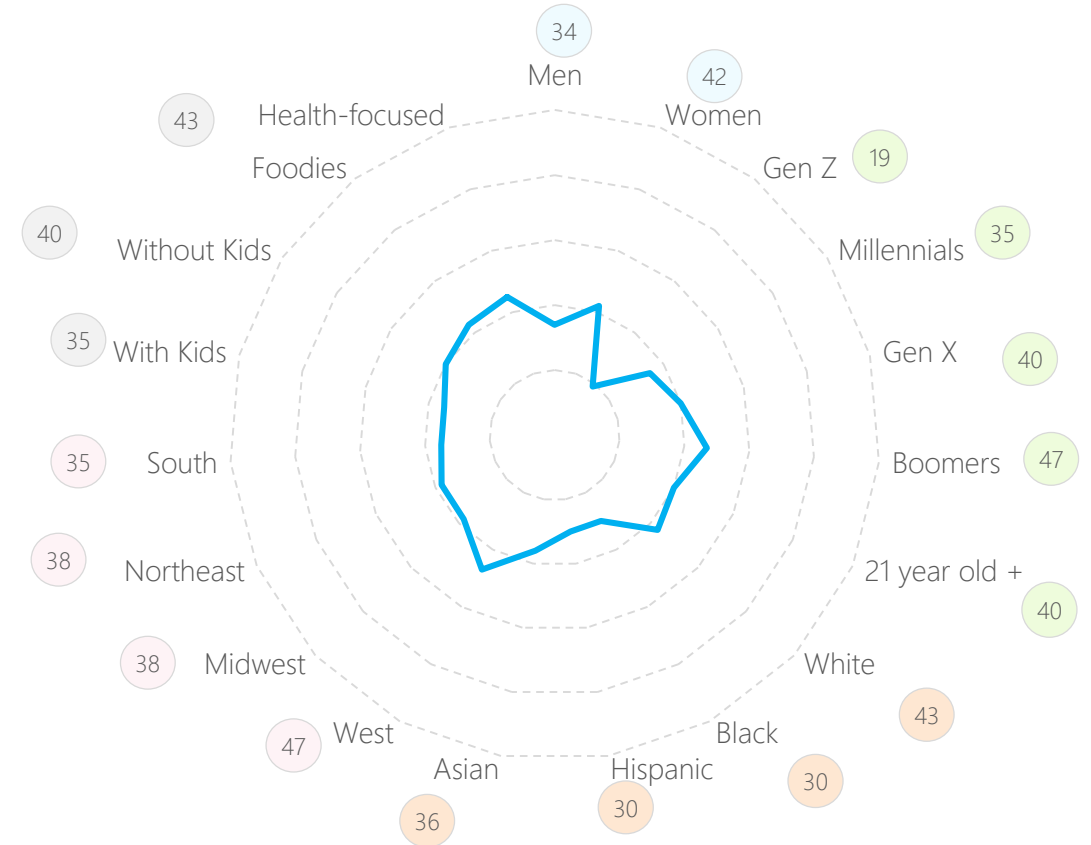
adoption

proliferation

ubiquity

## WHO REALLY LOVES IT?

Normative indices shown  
50 = avg among group



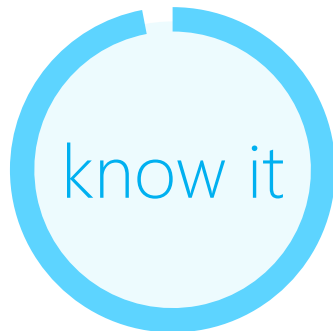


# FLAVOR METRICS



Every quarter, FLAVOR tests thousands of foods, flavors, ingredients, and beverages with consumers. Consumers are asked to rate these foods and flavors across **four key metrics**:

EXPERIENCE



**AWARENESS**

*How well known  
is this item?*



**TRIAL**

*Have consumers  
tried it?*



**CONSUMPTION**

*How frequently is this  
item consumed?*

AFFINITY



**AFFINITY**

*How do consumers feel  
about this item?*

A hand is lifting a forkful of steaming spaghetti from a dark bowl. The spaghetti is yellow and appears to be coated in a sauce. Steam is rising from the bowl, indicating the food is hot. The background is dark, and the lighting highlights the texture of the spaghetti and the steam.

# 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.

DATASSENTIAL