MUSHROOM INTRODUCTIONS

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

Q1 2020
MUSHROOM INTRODUCTIONS

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.
### Mushroom Introductions

#### 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.
**Mushroom Introductions**

**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.
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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.
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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.
FEBRUARY

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Champagne Chicken

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

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

24 oz. wild mushroom whiskey cream sauce.
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Broccoli Mushroom Mac & Cheese
Friendly’s | Feb 2020
Our extra cheesy corkscrew pasta served in a very 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.
**MUSHROOM INTRODUCTIONS**

**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.
MARCH
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Prime Rib Dubliner

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

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

Spinach & Mushroom Flatbread Pizza

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

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

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

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

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**Scores 2020:**

Reflect comparison to all items (000 = best in class; 1 = worst in class)
Denny’s sizzling’ skillet resulted in high scoring purchase intent with bold flavors including bourbon glaze and fresh mushrooms.

**Bourbon Chicken Sizzlin’ Skillet**

**OPERATOR:** Denny’s  
**ITEM TYPE:** Limited Time Offer  
**DATE:** Jan 2020  
**PRICE:** $10.29

**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 2020, NORMATIVE RANK:** Reflect comparison to all items (100 = best in class; 1 = worst in class)

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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**: 

- **UNBRANDED PURCHASE INTENT**: How likely are you to order this item? Measures consumer interest in the item.
- **BRANDED PURCHASE INTENT**: How likely at this particular chain? Measures consumer interest in the item when offered at a specific chain.
- **VALUE**: Is it a good value at this price? Indicates the item’s value proposition based on the menu price.
- **UNIQUENESS**: How new and different is this item? Measures whether the item is new and different.
- **FREQUENCY**: Would you order this item all the time? Measures the item’s potential for habitual consumption.
- **DRAW**: Would you visit just for this item? Indicates consumers willingness to go out of their way to purchase the item.
APPENDIX

FLAVOR
Crimini Mushrooms

**EXPERIENCE**
- 43% know it
- 25% have tried it
- 4% had many times

**AFFINITY**
- 11% like it
- 8% neutral
- 2% dislike
- 4% hate it
  *67% have no opinion

**WHO REALLY LOVES IT?**

MAC™ Stage
- Inception
- Adoption
- Proliferation
- Ubiquity

Normative indices shown
50 = avg among group

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

- **WHO REALLY LOVES IT?**
  - 18% love/like it among those that have tried it
  - 43% Men
  - 42% Women
  - 43% Gen Z
  - 35% Millennials
  - 40% Gen X
  - 40% Boomers
  - 39% 21 year old +
  - 40% White
  - 42% Black
  - 38% Hispanic
  - 36% Asian
  - 38% West
  - 47% Midwest
  - 47% South
  - 38% Northeast
  - 35% With Kids
  - 40% Without Kids
  - 34% Foodies
  - 42% Health-focused

- **EXPERIENCE**
  - 43% know it
  - 25% have tried it
  - 4% had many times

- **AFFINITY**
  - 11% like it
  - 8% neutral
  - 2% dislike
  - 4% hate it
  *67% have no opinion
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**
  - know it
  - tried it
  - had many times

- **AFFINITY**
  - love it
  - like it
  - neutral
  - dislike it
  - hate it

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**AWARENESS**
How well known is this item?

**TRIAL**
Have consumers tried it?

**CONSUMPTION**
How frequently is this item consumed?

**AFFINITY**
How do consumers feel about this item?
Datassential is your best source for food industry insights; from the latest menu trends to the products shoppers want at the grocery store.