MUSHROOM INTRODUCTIONS

Black Pepper Angus Steak
Panda Express | Apr 2020

Angus steak wok-seared with baby broccoli, onions, red bell peppers and mushrooms in a savory black pepper sauce.

Cowboy (Keto Friendly) Crustless Pizza
Papa Murphy's | Apr 2020

Traditional Red Sauce, Whole-Milk Mozzarella, Premium Pepperoni, Italian Sausage, Sliced Mushrooms, Black Olives, Cheddar, and Herb & Cheese Blend without the Crust. To make this Keto-friendly, simply change the Traditional Red Sauce to Creamy Garlic Sauce or Olive Oil & Garlic Sauce.

Gourmet Vegetarian (Keto Friendly) Crustless Pizza
Papa Murphy's | Apr 2020

Creamy Garlic Sauce, Whole-Milk Mozzarella, Fresh Spinach, Sliced Zucchini, Sliced Mushrooms, Marinated Artichoke Hearts, Roma Tomatoes, Mixed Onions, Cheddar, and Herb & Cheese Blend. This recipe is Keto-friendly, but still fully customizable.
Papa’s Favorite (Keto Friendly) Crustless Pizza  
Papa Murphy’s | Apr 2020

Traditional Red Sauce, Whole-Milk Mozzarella, Premium Pepperoni, Italian Sausage, Ground Beef, Sliced Mushrooms, Mixed Onions, Green Peppers, Black Olives, and Cheddar. To make this Keto-friendly, simply change the Traditional Red Sauce to Creamy Garlic Sauce or Olive Oil & Garlic Sauce.
May
0 introductions
JUNE
6 introductions
MUSHROOM INTRODUCTIONS

Fresh Garden Vegetables Pizza

House-made tomato sauce, onions, peppers, mushrooms, broccoli with garlic, diced tomatoes and mozzarella.

Mushroom Super Slice

If you haven't seen us in awhile, you're going to notice something different. Introducing our new mushroom Super Slice, available at all concept stores for just $2.69.

Sienna Pizza

Features garlic, rosemary, mozzarella, parmesan, mushrooms, and red onions (sorry, no modifications).
**MUSHROOM INTRODUCTIONS**

**Ulysses Pizza**

Mod Pizza | Jun 2020

Features garlic, fresh basil, mozzarella, asiago, parmesan, gorgonzola, and mushrooms (sorry, no modifications).

**Garlic Steak & Mushroom Tavern Single**

Papa John’s | Jun 2020

Ranch sauce, Mozzarella, Philly Steak, Mushrooms and Onions.

**Veggie Tavern Single**

Papa John’s | Jun 2020

Original sauce, Mozzarella, Green Peppers, Roma Tomatoes and Mushrooms.
SCORES TOP PERFORMERS
Panda Express used a classic Asian cooking technique with addition of premium proteins and vegetables resulting in high purchase intent, draw, and value.

<table>
<thead>
<tr>
<th>ITEM: Black Pepper Angus Steak</th>
</tr>
</thead>
<tbody>
<tr>
<td>OPERATOR: Panda Express</td>
</tr>
<tr>
<td>ITEM TYPE: Limited Time Offer</td>
</tr>
<tr>
<td>DATE: Apr 2020</td>
</tr>
<tr>
<td>PRICE: $7.55</td>
</tr>
</tbody>
</table>

DESCRIPTION:
Angus steak wok-seared with baby broccoli, onions, red bell peppers, and mushrooms in a savory black pepper sauce.
Mod Pizza’s Ulysses Pizza blended gourmet cheeses with fresh seasonings and mushrooms resulting in high frequency, draw, and value.

**Ulysses Pizza**

**OPERATOR:** Mod Pizza  
**ITEM TYPE:** Returning Item  
**DATE:** Jun 2020  
**PRICE:** $6.00

**DESCRIPTION:**
Features garlic, fresh basil, mozzarella, asiago, parmesan, gorgonzola, and mushrooms (sorry, no modifications).

<table>
<thead>
<tr>
<th>UNBRANDED PURCHASE INTENT</th>
<th>BRANDED PURCHASE INTENT</th>
<th>UNIQUENESS</th>
<th>FREQUENCY</th>
<th>DRAW</th>
<th>VALUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>39</td>
<td>68</td>
<td>58</td>
<td>76</td>
<td>81</td>
<td>81</td>
</tr>
</tbody>
</table>
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? indicates whether the item is new and different
- **DRAW**: would you visit just for this item? indicates consumers willingness to go out of their way to purchase the item
- **FREQUENCY**: would you order this item all the time? measures the item’s potential for habitual consumption
APPENDIX

FLAVOR
Portobello Mushrooms

**EXPERIENCE**
- 85% know it
- 64% have tried it
- 13% had many times

**AFFINITY**
- 22% like it
- 12% neutral
- 5% dislike
- 10% hate it
  
*25% have no opinion

48% love/like it among those that have tried it

**MAC™ Stage**

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

**WHO REALLY LOVES IT?**

- Normative indices shown
- 50 = avg among group

- 85% love/like it among those that have tried it

- Men: 80
- Women: 83
- Gen Z: 62
- Millennials: 80
- Gen X: 82
- Boomers: 87
- 21 year old +: 83
- Without Kids: 82
- With Kids: 79
- South: 79
- Northeast: 83
- Midwest: 81
- West: 84
- Asian: 89
- Black: 73
- Hispanic: 77
- White: 83
- Foodies: 80
- Health-focused: 83
- Home Cook: 73
- Health-conscious: 80
- Foodie: 84
- General Consumer: 82
- Gen Z: 62
- Millennials: 80
- Gen X: 82
- Boomers: 87
- 21 year old +: 83
- Without Kids: 82
- With Kids: 79
- South: 79
- Northeast: 83
- Midwest: 81
- West: 84
- Asian: 89
- Black: 73
- Hispanic: 77
- White: 83
- 84% of gen pop consumers who...

FLAVOR 2019. APPEAL: % of gen pop consumers who...
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**

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

### TRIAL
*Have consumers tried it?*

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

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

*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.