A close-up, macro photograph of the gills of a mushroom, showing their texture and color in warm, natural tones. The gills are light beige and curve upwards, creating a rhythmic pattern across the frame.

MUSHROOM INTRODUCTIONS

Top 250 chains & c-stores | SCORES top performers | FLAVOR profile
Q2 2020



APRIL

4 introductions

DATASSENTIAL



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

DATASSENTIAL



JUNE

6 introductions

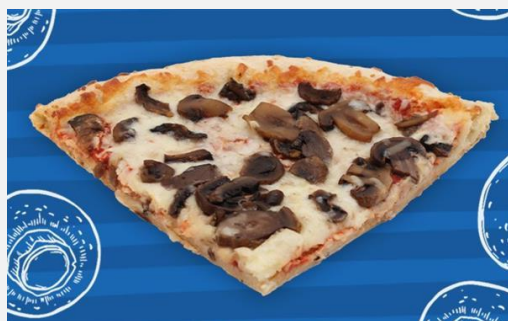
DATASSENTIAL



Fresh Garden Vegetables Pizza

Bertucci's Brick Oven Pizzeria | Jun 2020

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



Mushroom Super Slice

Cumberland Farms | Jun 2020

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

Mod Pizza | Jun 2020

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



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.

ITEM:

Black Pepper Angus Steak

OPERATOR:

Panda Express

ITEM TYPE:

Limited Time Offer

DATE:

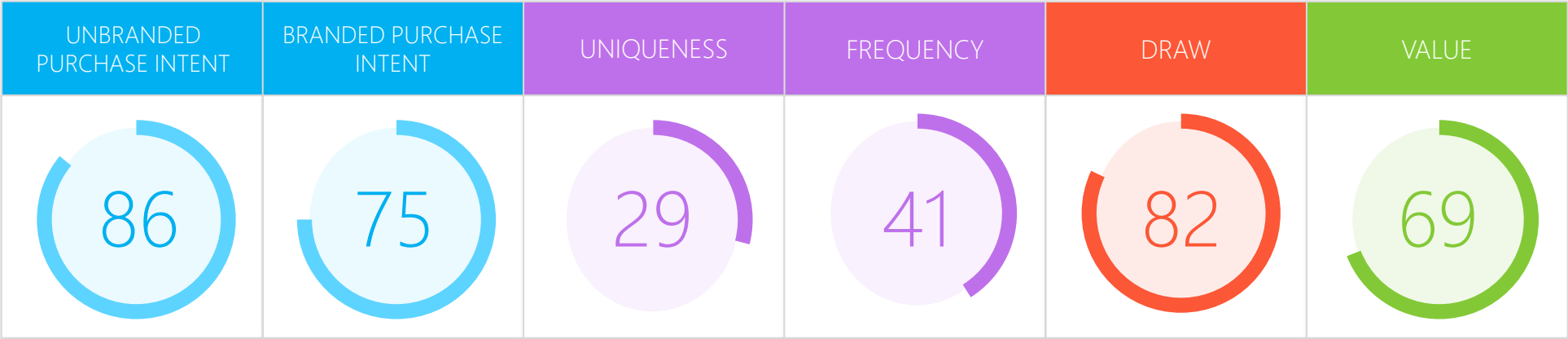
Apr 2020

PRICE:

\$7.55

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.

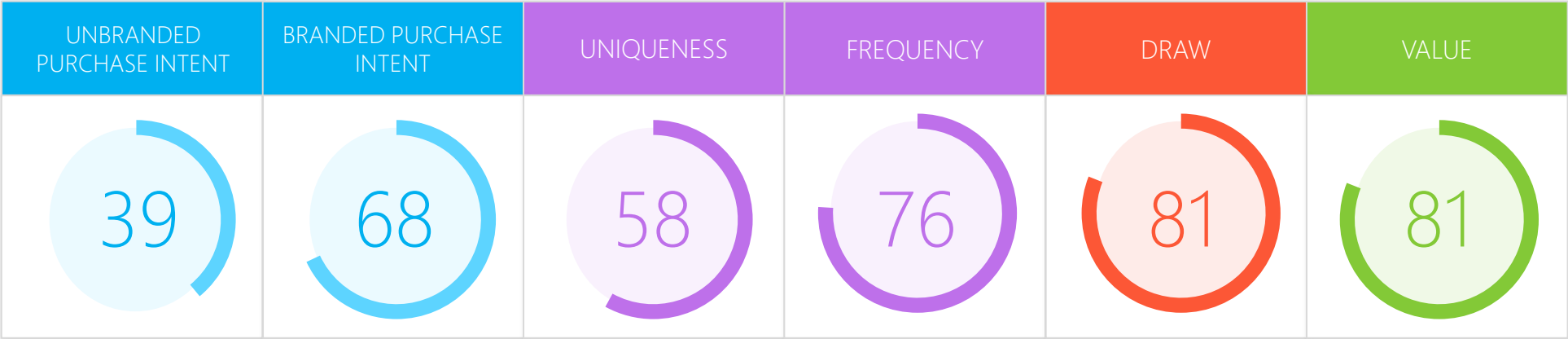
ITEM:

Ulysses Pizza

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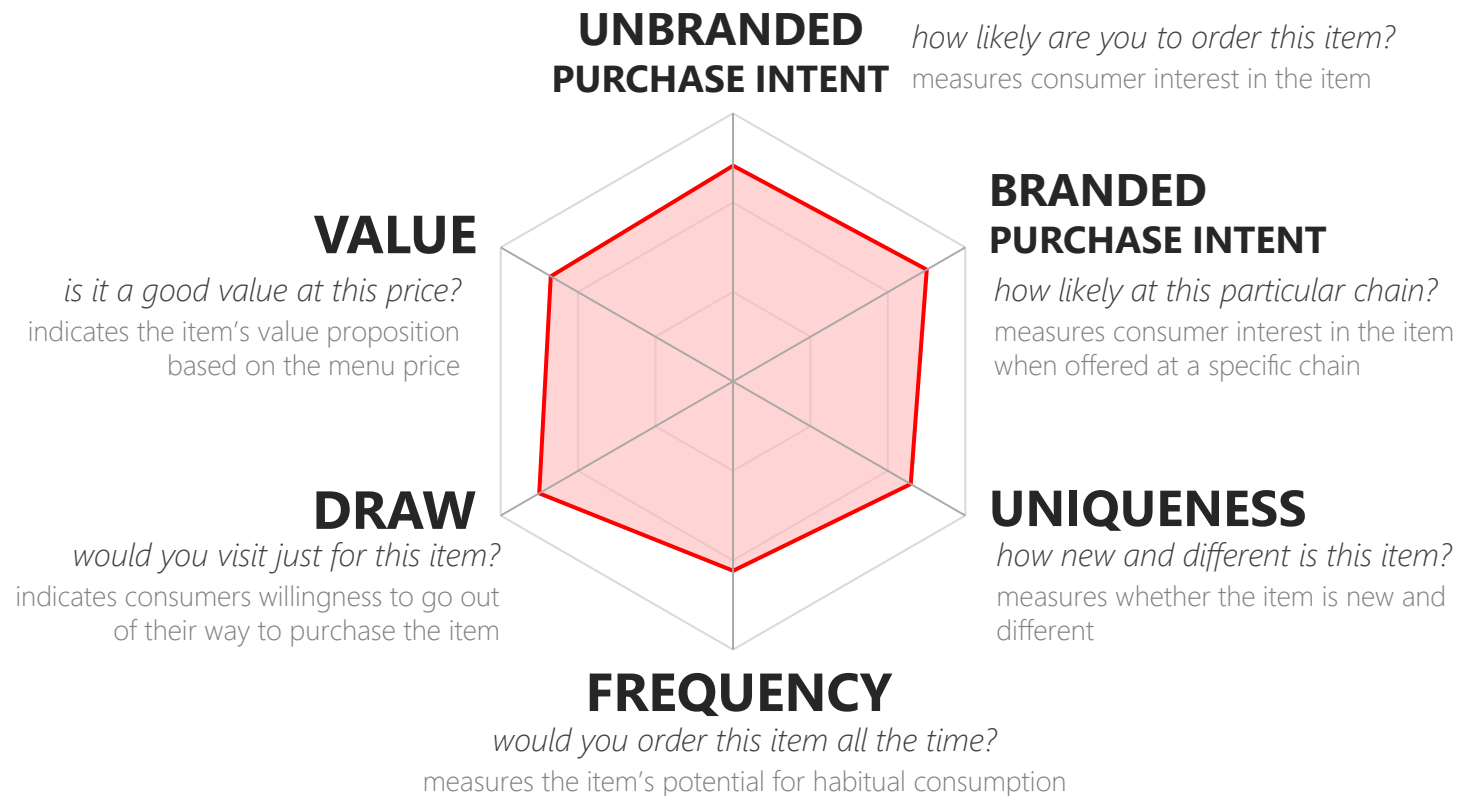
DESCRIPTION:

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



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

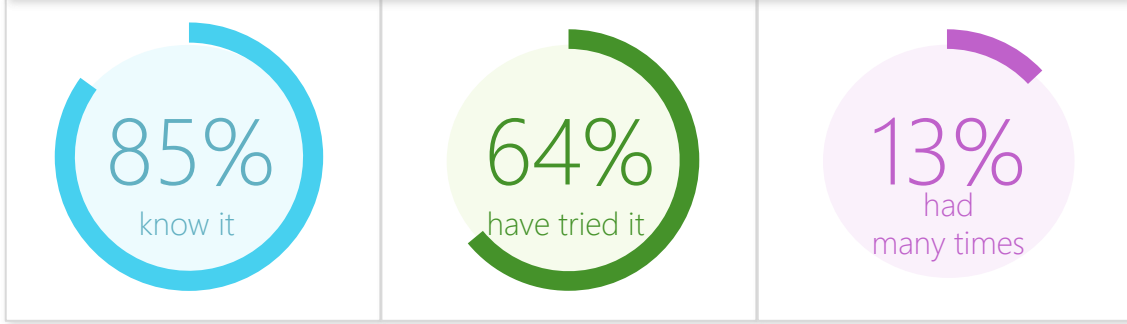
FLAVOR

Portobello Mushrooms

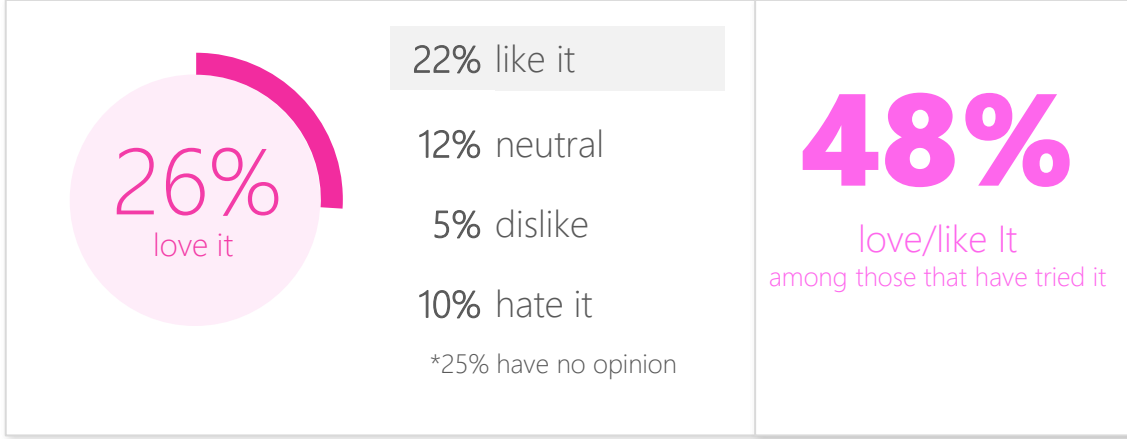
MAC™ Stage



EXPERIENCE

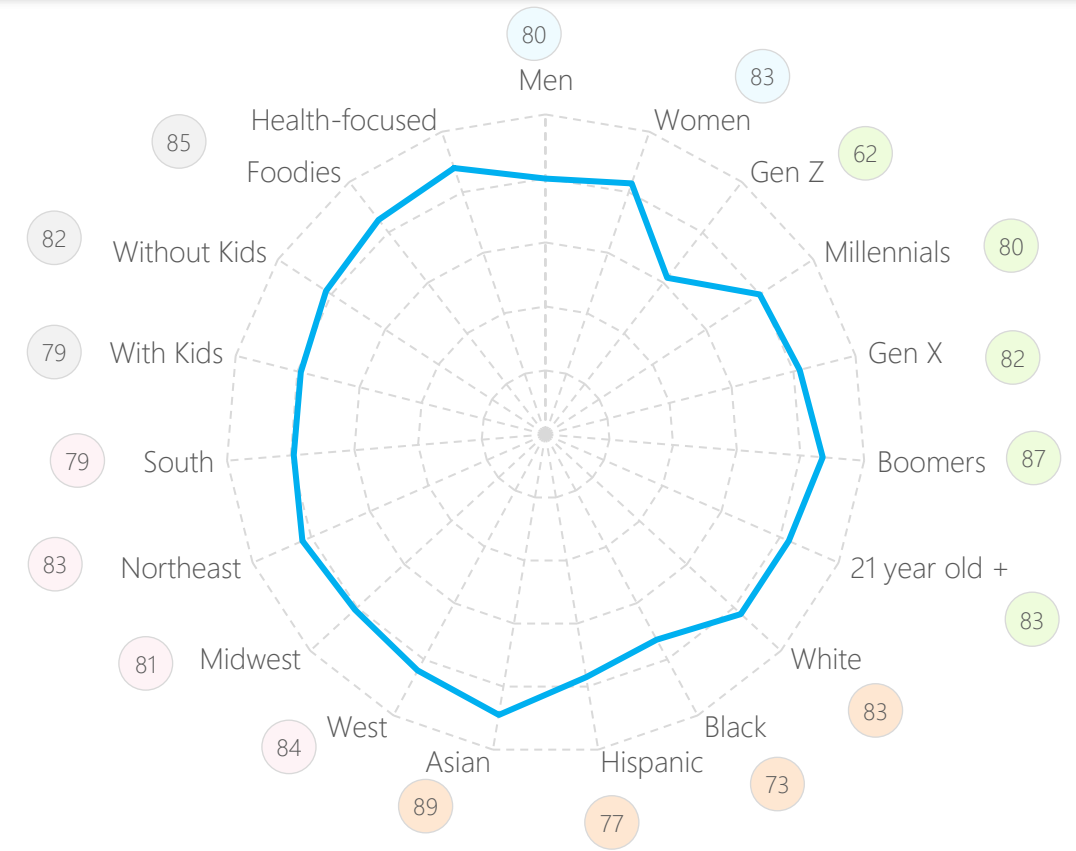


AFFINITY



WHO REALLY LOVES IT?

Normative indices shown
50 = avg among group

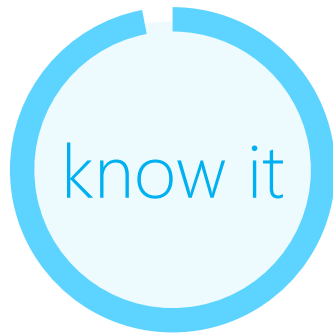


FLAVOR METRICS



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 shown lifting a portion of spaghetti from a dark bowl using chopsticks. The spaghetti is steaming, with wisps of white smoke rising from it. The background is dark, and the lighting highlights the texture of the pasta and the hand. The bowl is dark and sits on a wooden surface.

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