MUSHROOM INTRODUCTIONS

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

Q3 2020

Mushroom Council

Contact Datassential:
312.909.6780 | marie.molde@datassential.com
JULY
0 introductions
AUGUST
3 introductions
MUSHROOM INTRODUCTIONS

Rigatoni Martino with Chicken  
Carrabba’s | Aug 2020
Sauteed mushrooms, sun-dried tomatoes, parmesan and romano cheese tossed with rigatoni pasta in our tomato cream sauce topped with scallions, ricotta salata, and grilled chicken.

Sydney ‘Shrooms  
Outback | Aug 2020
Lightly battered and fried mushrooms served with house-made ranch dressing.

Meatball & Ricotta Deep Dish  
Uno Pizzeria & Grill | Aug 2020
Italian style beef and pork meatballs, ricotta cheese, fresh mushrooms, freshly shredded mozzarella, housemade marinara, and pecorino romano. Molto bene!
## Mushroom Introductions

### Jumbo Shrooms

**Cotton Patch Café | Sep 2020**

Huge, hand breaded and made-to-order ‘shrooms, served with your choice of dipping sauce.

### Harvest Veggie Burger

**Culver’s | Sep 2020**

The burger blend is rounded out with wholesome grains and delicious veggies including roasted corn, portobella mushrooms, red and green bell peppers, spinach and chickpeas. The sandwich is customizable for order based on each guest's preferred toppings, with recommended toppings including crisp lettuce, ripe tomatoes, pickles, onions and Culver's signature mayo. Served on a lightly buttered and toasted Kaiser bun, the sandwich is a perfect vegetarian lunch or dinner option.

### Chicken Portobello Salad

**Eat'n Park | Sep 2020**

Mixed greens with marinated baby portobello mushrooms, fresh cucumbers, tomatoes, mozzarella cheese, croutons, red onion and served with balsamic dressing. Served with your choice of bread.
MUSHROOM INTRODUCTIONS

**Veggie Egg White Eggle**

Einstein Brothers | Sep 2020

This vegetarian eggle includes bell peppers, onions, tomatoes, portobello mushrooms and spinach with asiago cheese. Eggles are the first-ever gluten-free “bagel” made of cage-free eggs. These bagel-shaped sous-vide eggs are a culinary innovation, full of flavor and high quality ingredients.

**Petit Filet Mignon & Wild Mushroom Ragout**

Fleming’s Prime Steakhouse | Sep 2020

8 oz filet mignon topped with a gruyere au gratin mushroom medley & parmesan crisp. Part of a three course menu with a Harvest Salad and Dessert.

**Spicy Shrimp Noodle Bowl**

Granite City Food and Brewery | Sep 2020

Udon noodles in a spicy shrimp and mushroom broth with togarashi seasoned shrimp, a soft-boiled egg, red cabbage, red peppers, green onions, and cilantro. Light, filling, awesome!
MUSHROOM INTRODUCTIONS

Steakhouse Patty Melt

Two all beef patties topped with Swiss cheese, mushrooms, and steakhouse aioli on thick Texas toast. Served with fries.

Prime Rib Sandwich

Tender slow-roasted prime rib, grilled onions and mushrooms, Provolone cheese, and our spicy signature bloom sauce on a toasted baguette. Served with a side of French onion au jus, creamy horseradish sauce and one freshly made side.

Toowoomba Salmon

Grilled Salmon topped with seasoned and sauteed shrimp tossed with mushrooms in a creamy creole sauce. Served with two freshly made sides.
SCORES TOP PERFORMERS
Fleming’s Prime Steakhouse take on an au gratin with a mushroom medley resulted in high purchase intent, frequency, and draw.

**ITEM:** Petit Filet Mignon & Wild Mushroom Ragout  
**OPERATOR:** Fleming’s Prime Steakhouse  
**ITEM TYPE:** Limited Time Offer  
**DATE:** Sep 2020  
**PRICE:** $63.00  

**DESCRIPTION:**
8 oz filet mignon topped with a gruyere au gratin mushroom medley & parmesan crisp. Part of a three-course menu with a Harvest Salad and Dessert.
Cotton Patch Café’s hand breaded mushroom achieved high scores in purchase intent, uniqueness, and draw.

**Item:** Jumbo Shrooms

**Operator:** Cotton Patch Cafe

**Item Type:** Limited Time Offer

**Date:** Sep 2020

**Price:** $7.00

**Description:** Huge, hand breaded and made-to-order shrooms, served with your choice of dipping sauce.
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.
- **UNIQUENESS**: how new and different is this item? measures whether the item is new and different.
- **VALUE**: is it a good value at this price? indicates the item’s value proposition based on the menu price.
- **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
**Button Mushrooms**

**EXPERIENCE**
- 63% know it
- 47% have tried it
- 12% had many times

**AFFINITY**
- 19% like it
- 10% neutral
- 2% dislike
- 5% hate it
- 47% have no opinion

**WHO REALLY LOVES IT?**

**MAC™ Stage**
- inception
- adoption
- proliferation
- ubiquity

Normative indices shown
50 = avg among group

**FLAVOR 2020, APPEAL**: % of gen pop consumers who...

**With Kids**
- Men: 64%
- Women: 81%
- Gen Z: 69%
- Millennials: 71%
- Gen X: 65%
- Boomers: 64%
- 21 year old +: 67%

**Without Kids**
- Men: 64%
- Women: 80%
- Gen Z: 65%
- Millennials: 63%
- Gen X: 64%
- Boomers: 64%
- 21 year old +: 80%

**By DATA SENSITIVE**
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**:

- **Awareness**: How well known is this item?
- **Trial**: Have consumers tried it?
- **Consumption**: Has this item been consumed many times in the past month?
- **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.