

MUSHROOM INTRODUCTIONS

Top 250 chains & c-stores | SCORES top performers | FLAVOR profile
Q3 2020



JULY

0 introductions



AUGUST

3 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!



SEPTEMBER

9 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, portabella 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.



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!



Steakhouse Patty Melt

Jack's Family Restaurant | Sep 2020

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



Prime Rib Sandwich

Outback | Sep 2020

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

Outback | Sep 2020

Grilled Salmon topped with seasoned and sautéed shrimp tossed with mushrooms in a creamy creole sauce. Served with two freshly made sides.



SCORES TOP PERFORMERS

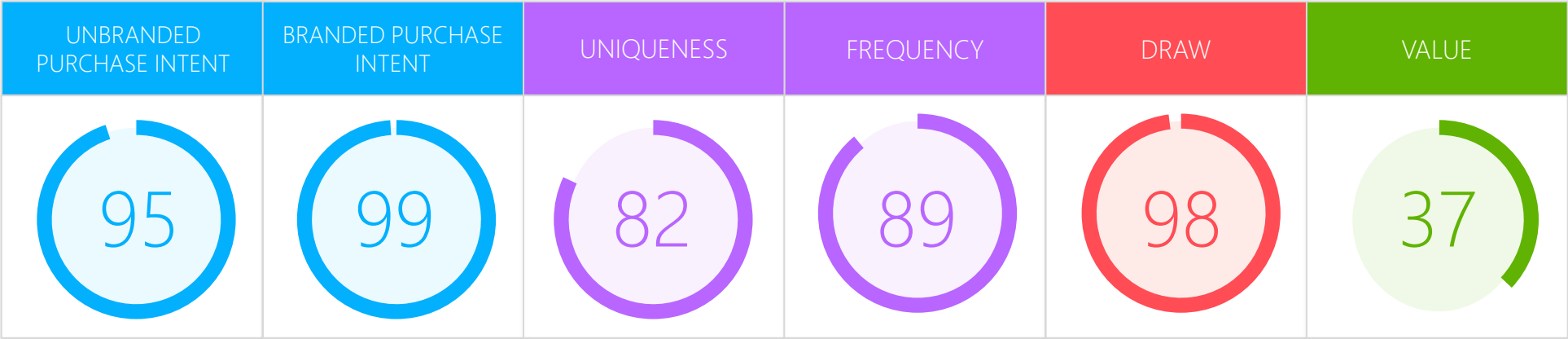
Fleming's Prime Steakhouse take on an au gratin with a mushroom medley resulted in high purchase intent, frequency, and draw.

ITEM:

Petit Filet Mignon & Wild Mushroom Ragout

OPERATOR: Fleming's Prime Steakhouse	ITEM TYPE: Limited Time Offer	DATE: Sep 2020	PRICE: \$63.00
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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.

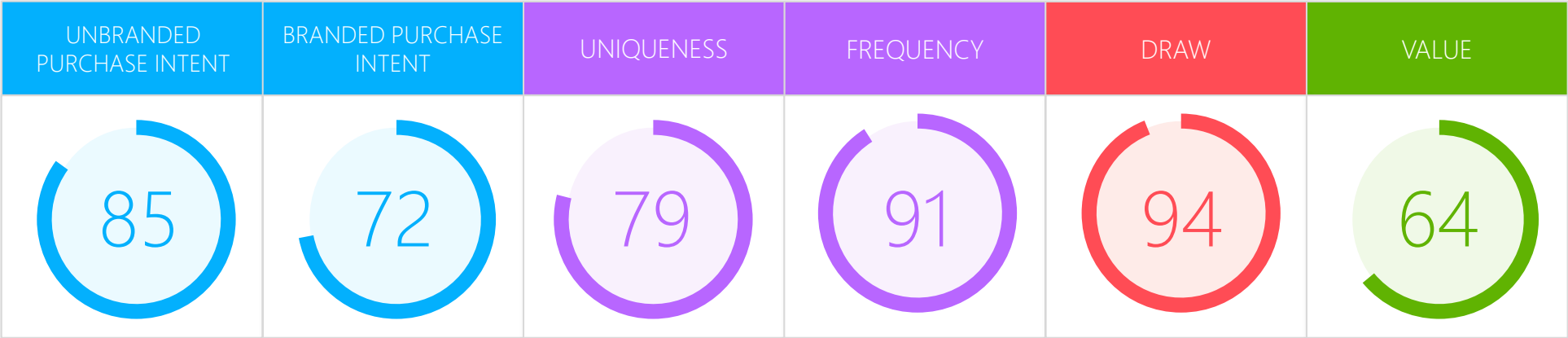
ITEM:

Jumbo Shrooms

OPERATOR: Cotton Patch Cafe	ITEM TYPE: Limited Time Offer	DATE: Sep 2020	PRICE: \$7.00
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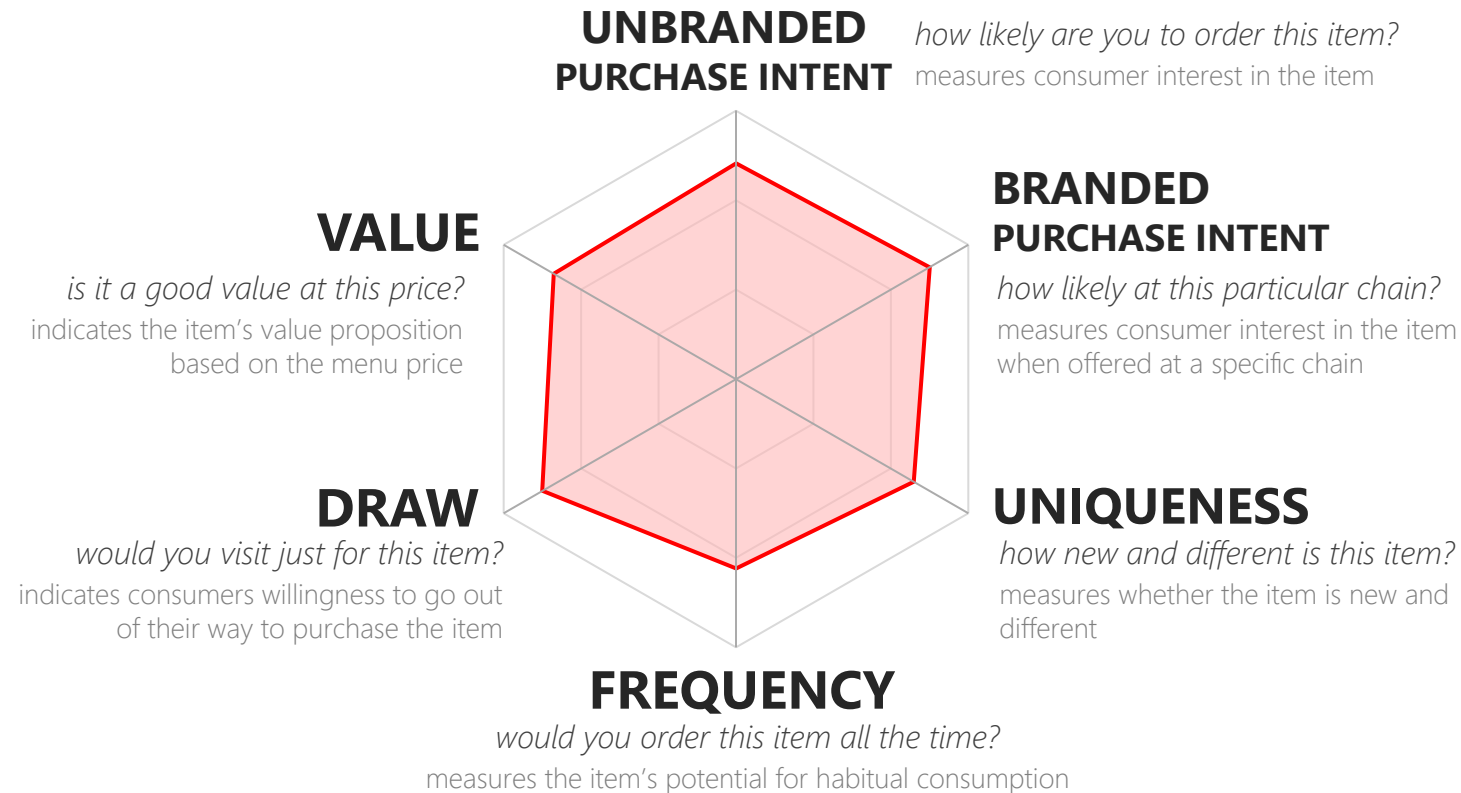
DESCRIPTION:

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



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

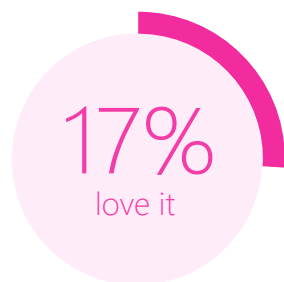
FLAVOR

Button Mushrooms

EXPERIENCE



AFFINITY



19% like it

10% neutral

2% dislike

5% hate it

47% have no opinion

36%
love/like It
among those that have tried it

MAC™ Stage

inception

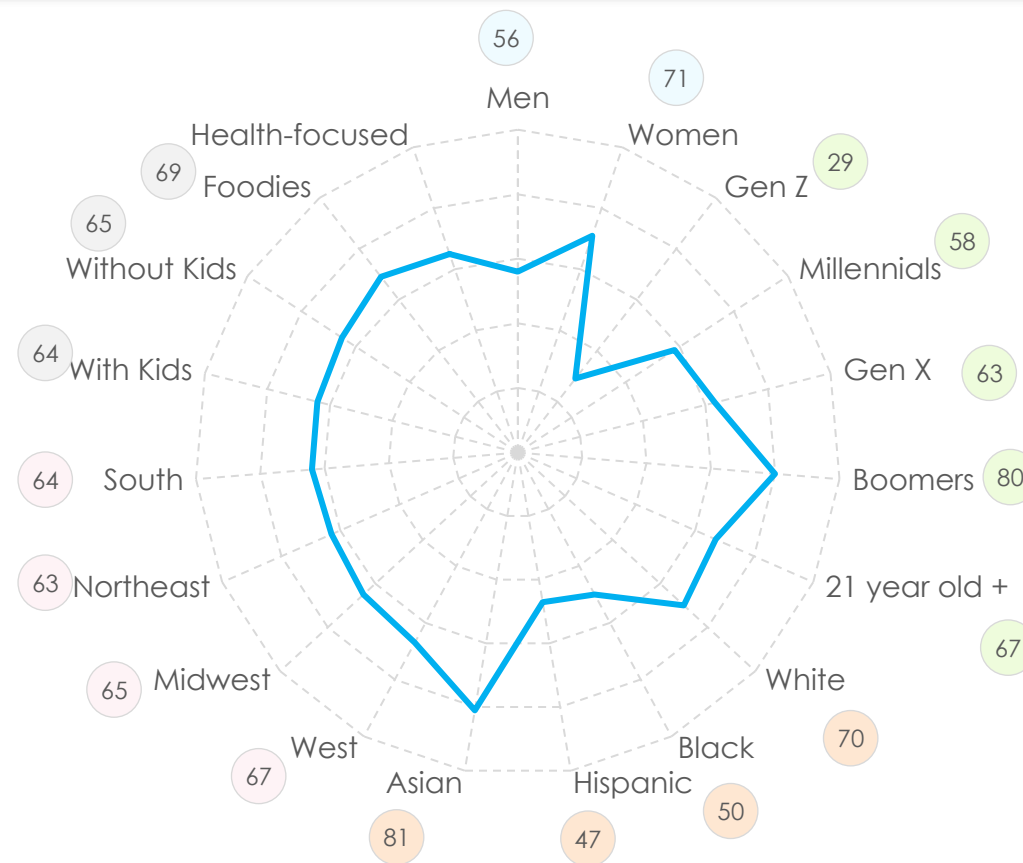
adoption

proliferation

ubiquity

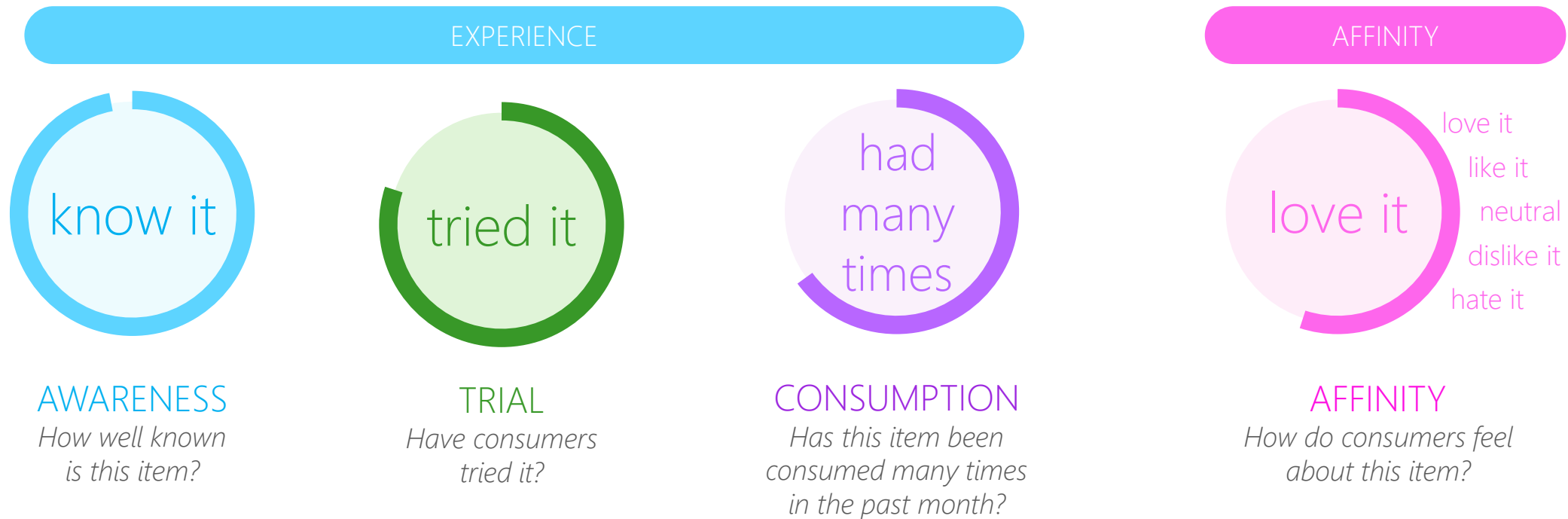
WHO REALLY LOVES IT?

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**:



A hand holding dark wooden chopsticks lifts a portion of long, thin, yellow spaghetti from a dark, reflective bowl. Wisps of white steam rise from the bowl, indicating the food is hot. The background is dark, and the scene is lit from the side, creating highlights on the hand, the bowl, 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