



MUSHROOM INTRODUCTIONS

Top 250 chains & c-stores | SCORES top performers | FLAVOR profile
Q1 2021



JANUARY

14 introductions



Prime Ribs Tips

Huddle House | Jan 2021

Tender, juicy, prime rib tips grilled sautéed mushrooms and onions and served with savory au jus and your choice of 2 sides and a buttery, fluffy biscuit or Texas Toast.



Prime Rib Tips Omlete

Huddle House | Jan 2021

Tender prime rib tips, Swiss cheese, sautéed mushrooms and caramelized onions served with your choice of homestyle grits or crispy hashbrowns or seasonal fruit, and buttery toast or biscuit



Roasted Prime Rib Tips Sandwich

Huddle House | Jan 2021

Tender prime rib tips piled on a toasted brioche bun, topped with Swiss cheese, sautéed mushrooms and caramelized onions, served with au jus.



Kona Loco

Kona Grill | Jan 2021

Seared spam and a beef patty, jasmine rice, sautéed onion and shiitake mushrooms, furikake, a sunny-side-up egg and brown gravy.



Steak and Mushroom Sandwich

Mcalister's Deli | Jan 2021

The Steak and Mushrooms Sandwich features seared sirloin steak, roasted mushrooms and onions, topped with herb mayo, Dijon horseradish sauce, melted Swiss cheese, crispy onions, and steak sauce, all on a toasted baguette.



Cauliflower Gnocchi Rosa

Noodles & Co | Jan 2021

Enjoy fewer carbs with gluten-free cauliflower gnocchi. Sautéed with roasted zucchini and mushrooms over a spicy tomato cream sauce then topped with parmesan cheese and parsley.



Prime Rib Pasta

O'Charley's | Jan 2021

Slices of tender prime rib, bacon, asparagus and mushrooms tossed with linguini pasta in our sun-dried tomato alfredo sauce with 12-pepper seasoning. Drizzled with Cajun horseradish sauce.



Prime Rib Sandwich

O'Charley's | Jan 2021

Shaved slow-cooked prime rib, sautéed mushrooms, onions, and peppers with melted Monterey Jack cheese on a toasted baguette. Served with Cajun horseradish sauce for dipping and hot, seasoned fries.



Alfredo Chicken Pizza

Papa Murphy's | Jan 2021

Our Original Crust topped with Alfredo Sauce, Grilled Chicken, Mushrooms, Spinach Whole-Milk Mozzarella and Parmesan Cheese.



Chicken Egg Roll

Pei Wei | Jan 2021

Hand-rolled, crispy egg rolls filled with seasoned chicken, cabbage, black mushrooms, carrots and scallions, served with a sweet chili sauce.



Butcher's Steak & Potato Bowl

Shari's | Jan 2021

Juicy tender steak tips seared and tossed with sautéed peppers, onions and mushrooms. Served over creamy mashed potatoes and topped with Demi glacé, crispy onion strings and green onions.



Fresh Garden Skillet

Shoney's | Jan 2021

Crispy home fries seasoned to perfection with spinach, onions, green peppers, tomatoes, mushrooms, and cheddar cheese. Topped with your choice of two freshly-cracked eggs and served with a fluffy biscuit.



Soul Bowl

Shoney's | Jan 2021

A griddle corn cake, topped with creamy mashed potatoes, sautéed onions, mushrooms and grilled tender steak tips, then smothered with rich brown gravy and garnished with green onions.



Kale & Portabella Mushroom Sous Vide Egg Bites

Starbucks | Jan 2021

Delicious chopped kale and portabella mushrooms delicately folded into cage-free eggs with Monterey Jack and cooked using the French sous vide technique to create a velvety texture bursting with flavor—a delightful high-protein breakfast under 250 calories.



FEBRUARY

7 introductions



Mushroom Swiss Loaded Philly

Beef O Brady's | Feb 2021

Topped with grilled, thinly sliced 100% beef steak, sautéed onions, green peppers, and melted provolone cheese on a soft hoagie roll.



Chicken Addiction Bowl

Denny's | Feb 2021

A grilled seasoned chicken breast atop whole grain rice and broccoli with grilled mushrooms and creamy Alfredo sauce. Served with dinner bread.



Portabella Mushroom & Swiss Sub

Jersey Mike's | Feb 2021

Fresh portabella mushrooms, fresh green bell peppers, onions and our signature Swiss cheese, grilled fresh.



Mushroom & Gruyere Quiche

Le Pain Quotidien | Feb 2021

Buttery crust filled with savory custard, mushrooms, and Gruyère.



Steak & Peppers Skillet

Perkins | Feb 2021

USDA steak tips with tender red bell peppers, grilled red onions, crimini mushrooms and a rich beef gravy served over homestyle seasoned potatoes.



Seafood Stuffed Mushrooms

Red Lobster | Feb 2021

Our signature seafood stuffing and melty Monterey Jack cheese piled onto perfect bite-sized mushrooms.



Veggie Stuffed Hash Browns

Village Inn | Feb 2021

Golden hash browns stuffed with melted Swiss cheese, fresh tomatoes, mushrooms and spinach. Smothered with Hollandaise sauce, topped with two eggs, any style and garnished with scallions. Served with three, made-from-scratch buttermilk pancakes.



MARCH

5 introductions



Classic Chicken Flatbread

Cici's Pizza | Mar 2021

A crispy flatbread crust topped with Zesty Parmesan Ranch Sauce, chicken, mushrooms, 100 percent real cheese, and Parmesan oregano seasoning.



Supreme Flatbread

Cici's Pizza | Mar 2021

A crispy flatbread crust topped with tomato sauce, 100 percent real cheese, pepperoni, beef, sausage, red onions, green peppers and mushrooms.



Veggie Flatbread

Cici's Pizza | Mar 2021

A crispy flatbread crust topped with tomato sauce, 100 percent real cheese, red onions, green peppers, mushrooms, and black olives.



Zesty Veggie Flatbread

Cici's Pizza | Mar 2021

A crispy flatbread crust topped with Zesty Parmesan Ranch sauce, 100 percent real cheddar cheese, mushrooms, red onions, green peppers, tomatoes, and Parmesan oregano seasoning.

Mushroom Swiss Chicken Fried Steak

Cotton Patch Café | Mar 2021

Our famous choice beef steak hand-breaded and southern fried to perfection, generously topped with sautéed mushrooms, melted swiss and mozzarella cheeses.



SCORES TOP PERFORMERS

Huddle House's Roasted Prime Rib Tips Sandwich was a top performing limited time offers with high scores in unbranded and branded purchase intent, uniqueness, and draw.

ITEM:

Roasted Prime Rib Tips Sandwich

OPERATOR:
Huddle House

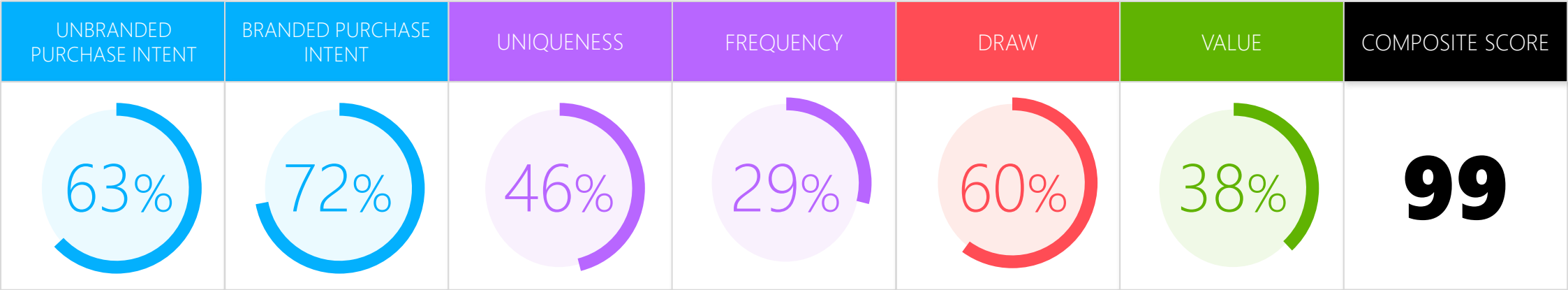
ITEM TYPE:
Limited Time Offer

DATE:
Jan 2021

PRICE:
\$9.29

DESCRIPTION:

Tender prime rib tips piled on a toasted brioche bun, topped with Swiss cheese, sautéed mushrooms and caramelized onions, served with au jus



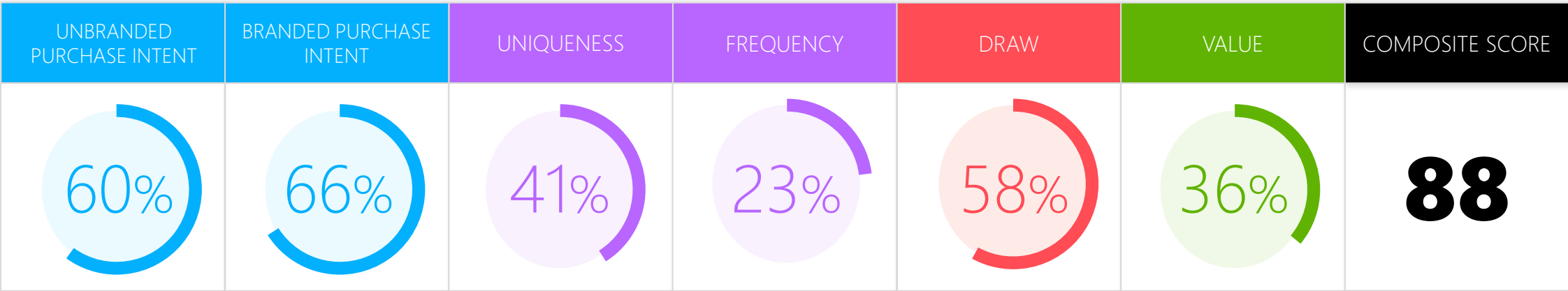
The Prime Rib Sandwich as O’Charley’s included sauteed mushrooms and served with a Cajun horseradish sauce, resulting in high purchase intent and draw.

ITEM:

Prime Rib Sandwich

OPERATOR: O’Charley’s	ITEM TYPE: Limited Time Offer	DATE: Jan 2021	PRICE: \$12.99
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DESCRIPTION:
Shaved slow-cooked prime rib, sautéed mushrooms, onions, and peppers with melted Monterey Jack cheese on a toasted baguette. Served with Cajun horseradish sauce for dipping and hot, seasoned fries.



SCORES METRICS

RATINGS FOR EVERY NEW ITEM & LTO AT TOP CHAINS + CONCEPT TESTING

PURCHASE INTENT

BRANDED PI

UNIQUENESS

FREQUENCY

DRAW

VALUE

Feb 2021

\$6.19

Corner Bakery

**BACON, EGG & CHEDDAR
BREAKFAST WRAP**



Scrambled eggs, bacon, cheddar, oven-roasted tomato, spinach, tomato basil wrap.

Unbranded PI: 57% ★★★★★
Branded PI: 66% ★★★★★
Uniqueness: 38% ★★★
Frequency: 25% ★★★★★
Draw: 49% ★★★★★
Value: 36% ★★

SCORE
76
volume driver

STAR RATING



Top Performer
(>90th percentile)



Above Average
(70 to 90th percentile)



Average
(30 to 70th percentile)



Below Average
(10 to 30th percentile)



Weak Performer
(<10th percentile)

COMPOSITE SCORE

Composite of all key metrics.
Score ranges between 0 to 100, higher SCORES are better!

VIABILITY

Superstar

exceptional performance with broad appeal and strong uniqueness

Volume Driver

strong interest driven by product appeal and/or price, but not necessarily unique

Specialty Item

strong uniqueness but lacks broad appeal; may help target specific audiences

Consider

moderate appeal that may benefit from further concept refinement / optimization

Low Appeal

underperformer overall



APPENDIX

FLAVOR

Portobello Mushrooms

MAC™ Stage

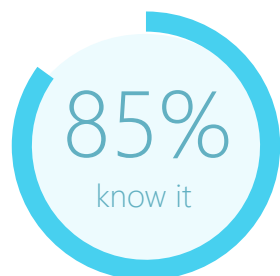
inception

adoption

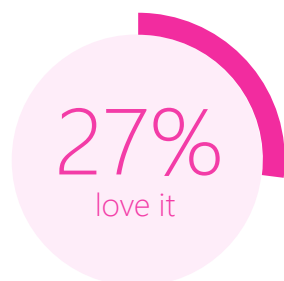
proliferation

ubiquity

EXPERIENCE



AFFINITY



24% like it

11% neutral

5% dislike

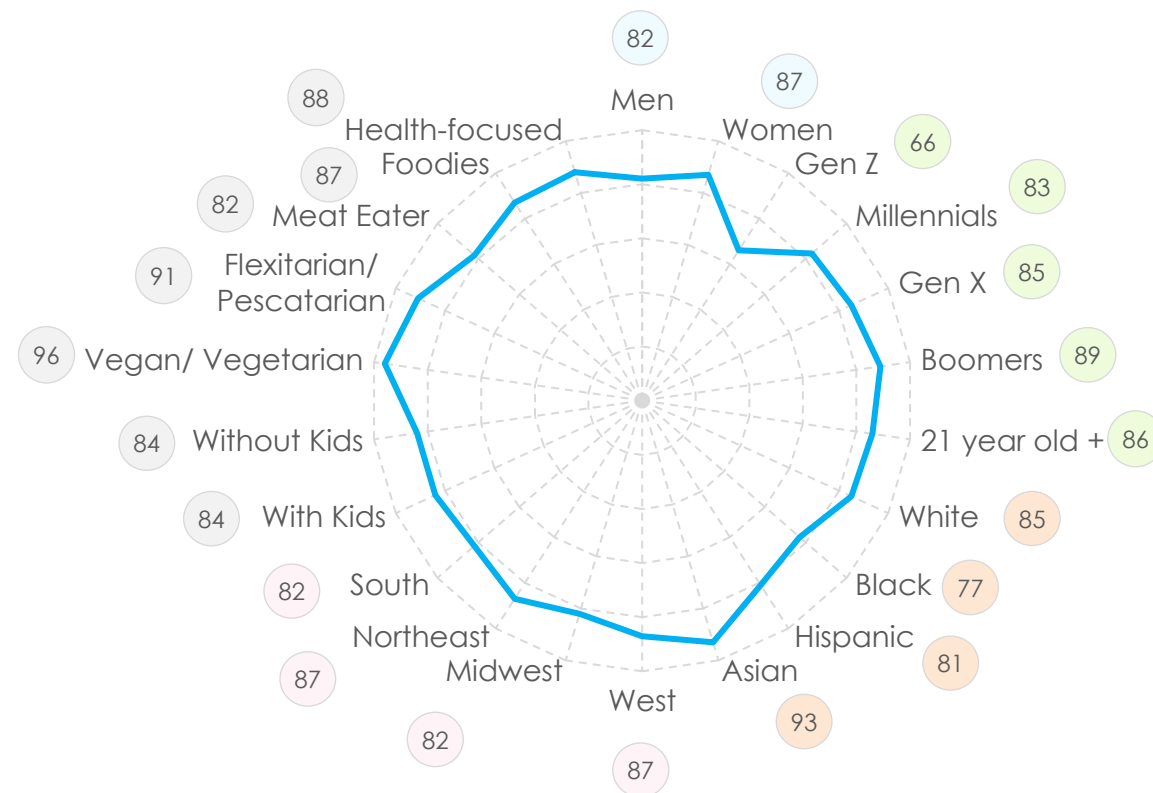
9% hate it

24% have no opinion

51%
love/like It
among those that have tried it

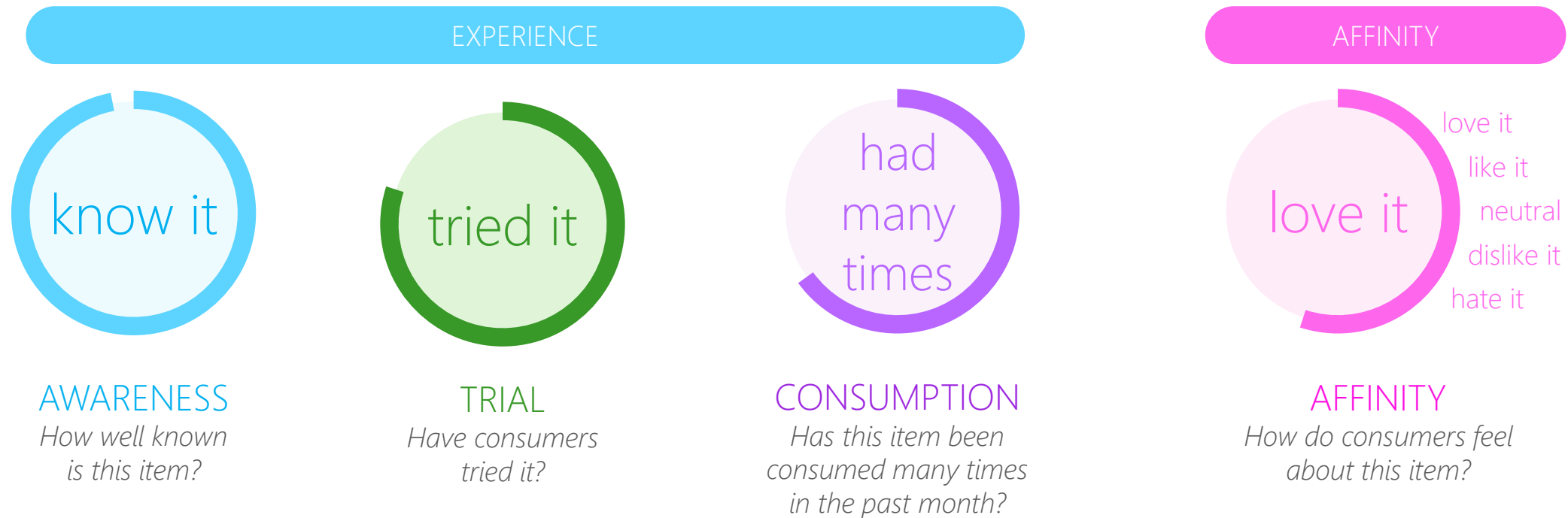
WHO REALLY LOVES IT?

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