

# MUSHROOM INTRODUCTIONS

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

Q2 2021







# APRIL

6 introductions





## Butcher's Steak & Potatoes

Coco's Bakery | Apr 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.



## Tenderloin Steak Tips Stroganoff

Coco's Bakery | Apr 2021

We start with tender, savory tenderloin steak tips in a sour cream demi-glace sauce tossed with caramelized onion, sautéed mushrooms, spinach, and cavatappi pasta. Served with garlic cheese bread.



## Endless Pasta Bowls & Garlic Bread

Ledo Pizza | Apr 2021

Dine-in guests can enjoy endless garlic bread and pasta when they build their own bowl for just \$9.99. Guests have the option to choose from spaghetti or fettuccini pasta, Ledo or Alfredo sauce and unlimited toppings for an extra \$3.99. Toppings include meatballs, grilled chicken breast, sausage, mushroom, broccoli and green peppers.



## Hawaiian Swordfish Casino

McCormick & Schmick's | Apr 2021

Lump Crab, Roasted Red Peppers, Bacon, Mushroom Spinach Sauté.



## Fiesta Chicken Pizza

Papa Murphy's | Apr 2021

Fiesta Chicken Pizza consists of a crispy, thin-crust topped with chicken raised without antibiotics, creamy garlic sauce, whole milk mozzarella cheese, mushrooms, mixed onions, Roma tomatoes, fried onions, and a sprinkle of savory taco seasoning.



## Tenderloin Steak Tips Stronganoff

Shari's | Apr 2021

We start with tender, savory tenderloin steak tips in a sour cream demi-glace sauce tossed with caramelized onion, sautéed mushrooms, spinach, and cavatappi pasta.





# MAY

5 introductions





## The Mom'lette

Black Bean Diner | May 2021

Diced smoked bacon, mushroom, tomato, avocado and cheddar cheese in a fluffy 3-egg omelette. Served with a housemade biscuit and your choice of potato.



## 3-Cheese Tortelloni Pesto

Noodles & Co | May 2021

Tortelloni filled with a blend of ricotta, mozzarella, parmesan, onions and garlic in basil pesto cream sauce with garlic, mushrooms, tomato and parmesan.



## 3-Cheese Tortelloni Rosa

Noodles & Co | May 2021

Tortelloni filled with a blend of ricotta, mozzarella, parmesan, onions and garlic in spicy tomato cream sauce with mushrooms, Roma tomato, spinach and parmesan.



## Roasted Garlic Cream Tortelloni

Noodles & Co | May 2021

Cheese-filled tortelloni in light roasted garlic & onion cream sauce with zucchini, mushrooms and spinach, finished with MontAmoré cheese and parsley.



## Cheese Steak Melt

Togo's | May 2021

Cheese Steak Melt features over a quarter-pound of warm, tender steak combined with sauteed mushrooms, roasted red peppers, and sliced onions, all covered with melted American cheese and chipotle mayo to kick up the flavor.





# JUNE

11 introductions





## Mushroom Stout Burger

Dave and Buster's | Jun 2021

Sauteed cremini mushrooms & onions, truffle zest, Guinness soaked seared mozzarella, bacon jam, mayo, baby Arugula, roasted tomatoes. Sub gluten-free bun or lettuce bun.



## Philly French Dip

Dave and Buster's | Jun 2021

Slow-cooked pork, grilled sliced steak, sautéed onions, cremini mushrooms, seared mozzarella, baby arugula, ciabatta, four peppercorn au jus, creamy horseradish. Sub gluten-free bun or lettuce bun.



## Voodoo Pasta

Dave and Buster's | Jun 2021

Crispy chicken, cremini mushrooms, red onions, sweet gypsy peppers, creamy Cajun sauce, linguine, Sriracha.





## A.1. Steak Sauce Burger

Friendly's | Jun 2021

A beef patty layered with melted Swiss, portabella mushrooms, lettuce, tomato and mayo, and finished with a drizzle of A.1. steak sauce. Served with fries.



## NY Strip with Bourbon Sauce

Hard Rock Café | Jun 2021

A grilled 12oz NY Strip steak topped with mushrooms and marinated in smoked bacon and bourbon sauce, served with loaded mashed potatoes and fresh vegetables.



## Japanese Pan Noodles with Marinated Steak

Noodles & Co | Jun 2021

Caramelized udon noodles in sweet soy sauce, marinated steak, broccoli, mushrooms and carrots topped with black sesame seeds and cilantro.





## Pesto Cavatappi with Grilled Chicken

Noodles & Co | Jun 2021

Curly pasta in basil pesto cream sauce, garlic, grilled chicken, mushrooms, tomato and parmesan.



## Da Meatball Shroom Detroit Style Deep Dish

Old Chicago Pizza | Jun 2021

Madeira sauce, meatballs, and mushrooms along with brick cheese, caramelized onions and parsley. Our new Detroit-style deep dish recipe is insanely delicious. The award-winning restaurant's fluffy, made-from-scratch dough is topped with dollops of its signature sauce, loaded with toppings and smothered from edge to edge with Wisconsin brick cheese, resulting in crispy, buttery goodness with EVERY bite.



## The Edge – The Vegetarian Pizza

Pizza Hut | Jun 2021

A large thin, crispy crust loaded to the edge with green bell peppers, red onions, mushrooms, and Roma tomatoes. Sprinkled with garlic and herb seasoning and cut into 16 pieces.





## Buffalo 'Shroom Sandwich

Shake Shack | Jun 2021

The Buffalo 'Shroom features a crispy buffalo portobello mushroom filled with melted muenster and cheddar cheeses, topped with Shack ranch sauce and shredded lettuce on a toasted potato bun.



## Aged Cheddar & Mushroom Burger

Uno Pizzeria & Grill | Jun 2021

Aged cheddar and a pile of sautéed mushrooms.





**SCORES TOP PERFORMERS**

Hard Rock Café's NY Strip is loaded with marinated mushrooms and bourbon sauce making it a volume driver limited time offer by scoring well in purchase intent and draw.

ITEM:

**NY Strip with Bourbon Sauce**

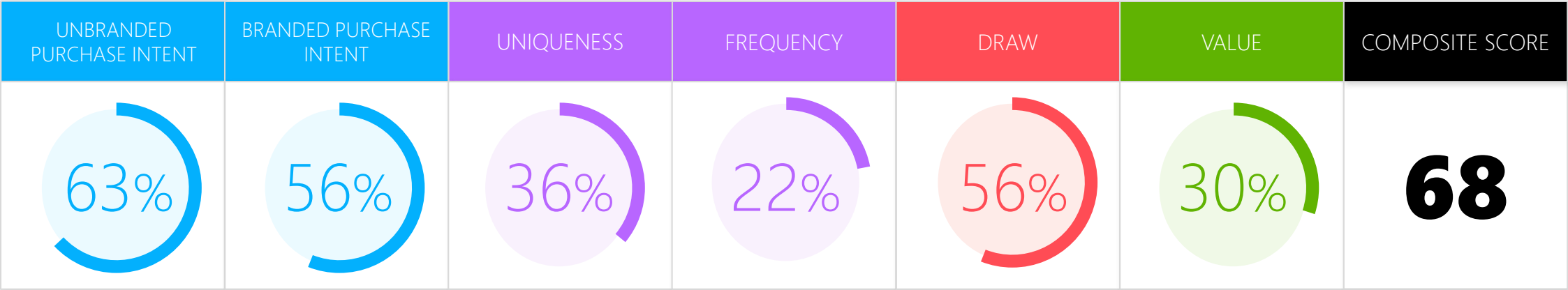
OPERATOR:  
Hard Rock Cafe

ITEM TYPE:  
Limited Time Offer

DATE:  
JUNE 2021

PRICE:  
\$34.95

DESCRIPTION:  
A grilled 12oz NY Strip steak topped with mushrooms and marinated in smoked bacon and bourbon sauce, served with loaded mashed potatoes and fresh vegetables.





The Philly French Dip from Dave and Buster's has specialty appeal - with premium ingredients like cremini mushrooms, baby arugula, and peppercorn au jus – and scored high in uniqueness, purchase intent, and draw.

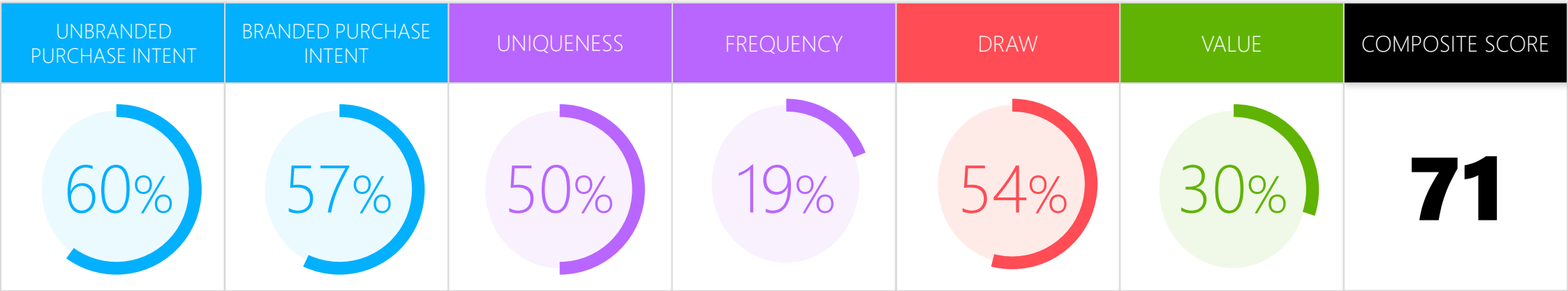
ITEM:

Philly French Dip

OPERATOR: Dave and Buster's	ITEM TYPE: Limited Time Offer	DATE: JUNE 2021	PRICE: \$16.50
--------------------------------	----------------------------------	--------------------	-------------------

DESCRIPTION:

Slow-cooked pork, grilled sliced steak, sautéed onions, cremini mushrooms, seared mozzarella, baby arugula, ciabatta, four peppercorn au jus, creamy horseradish. Sub gluten-free bun or lettuce bun.



# 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  
(>90<sup>th</sup> percentile)



Above Average  
(70 to 90<sup>th</sup> percentile)



Average  
(30 to 70<sup>th</sup> percentile)



Below Average  
(10 to 30<sup>th</sup> percentile)



Weak Performer  
(<10<sup>th</sup> 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



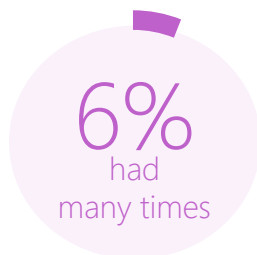


APPENDIX

# FLAVOR

# SHIITAKE Mushrooms

## EXPERIENCE



## AFFINITY



24% like it

12% neutral

4% dislike

7% hate it

40% have no opinion

**38%**  
love/like It  
among those that have tried it

MAC™ Stage

inception

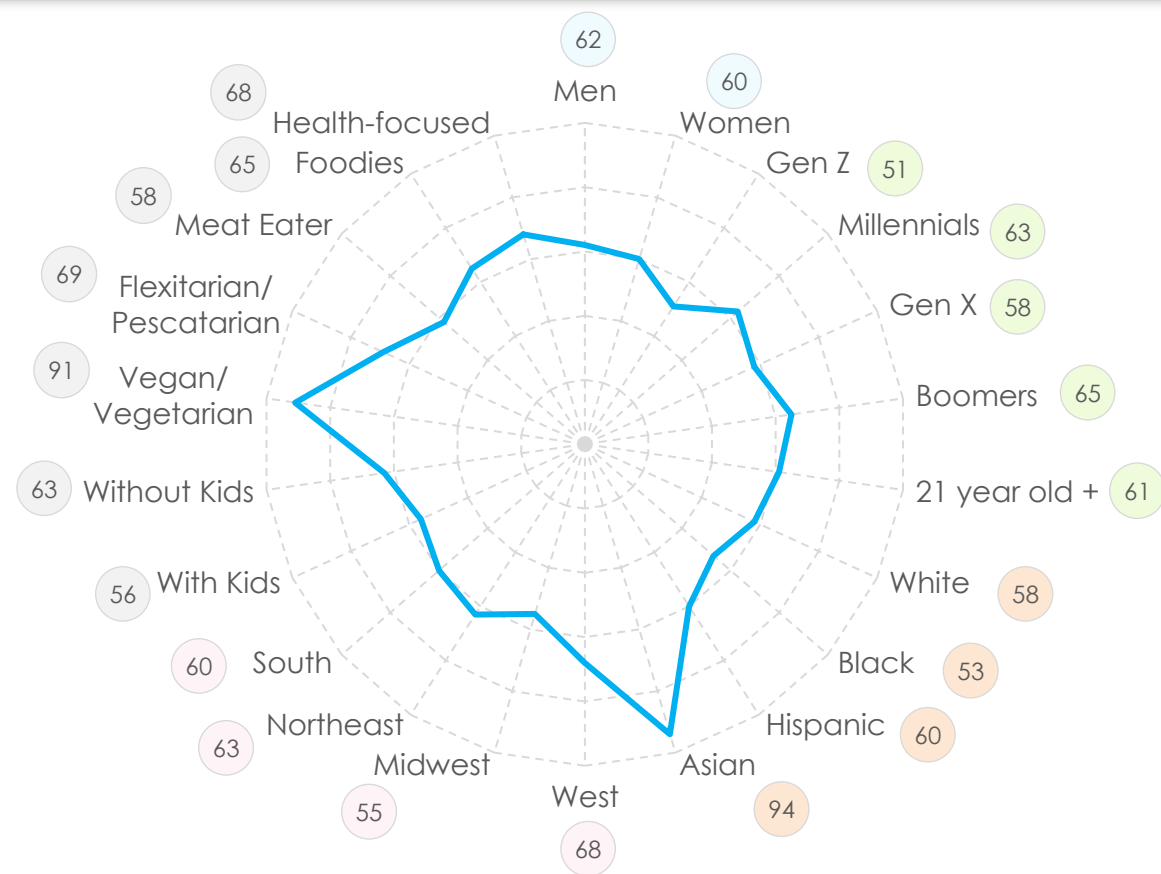
adoption

proliferation

ubiquity

## WHO REALLY LOVES IT?

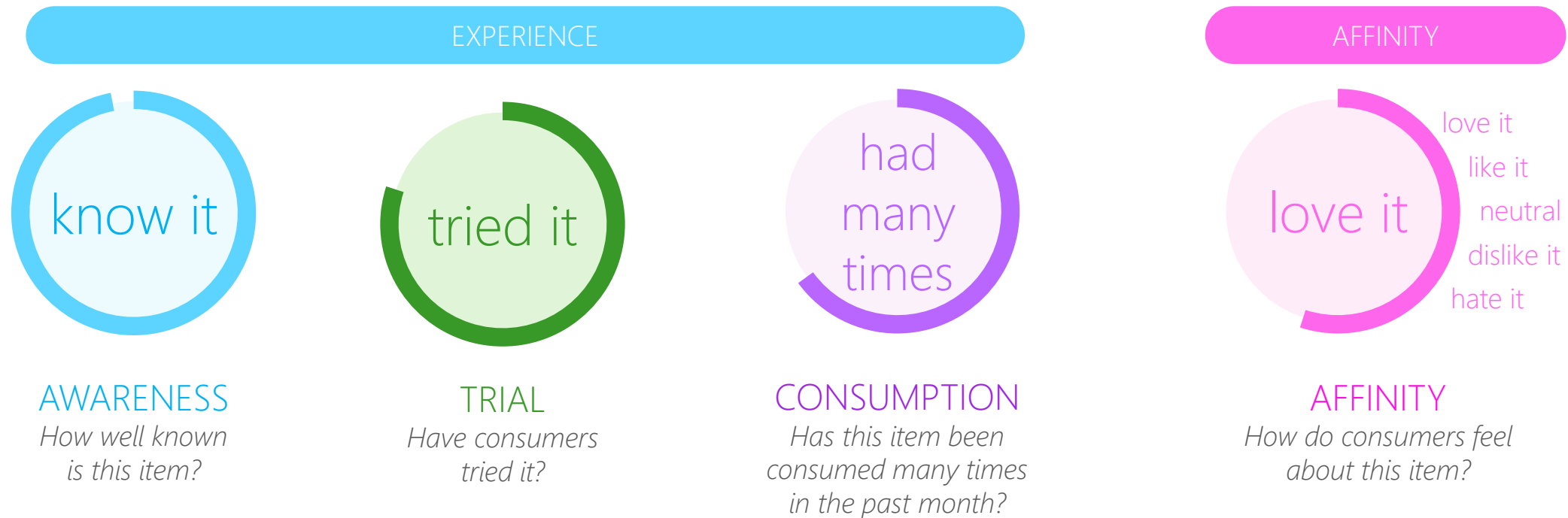
Normative indices shown  
50 = avg among group





# 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 is shown lifting a forkful of spaghetti from a dark, reflective bowl. The spaghetti is yellow and appears to be coated in a sauce. A large plume of white steam rises from the bowl, partially obscuring the background. The scene is set against a dark background, with the bowl resting on a light-colored wooden surface. The lighting is dramatic, highlighting the texture of the spaghetti 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