



MUSHROOM INTRODUCTIONS

Top 250 chains & c-stores | SCORES top performers | FLAVOR profile
Q3 2021



JULY

2 introductions





The Philly Pizza

Marco's Pizza | Jul 2021

Melty white cheese sauce piled high with tender shaved steak, marinated mushrooms, freshly sliced green peppers and onions and our three fresh signature cheeses



The Philly Pizza Bowl

Marco's Pizza | Jul 2021

Crustless pizza baked in a bowl. Melty white cheese sauce, tender shaved steak, marinated mushrooms, freshly sliced green peppers and onions and our three fresh signature cheeses.



AUGUST

8 introductions





Bourbon Street Steak

Applebee's | Aug 2021

The big flavor from New Orleans. A grilled 8 oz. USDA Select top sirloin* is jazzed up with Cajun spices and garlic butter served sizzling on a cast-iron platter with sautéed mushrooms and onions. Served with garlic mashed potatoes.



Egg White & Veggie Bites

Coffee Bean and Tea Leaf | Aug 2021

Egg whites scrambled with marinated red bell peppers, mushrooms and spinach, jack, swiss and gruyere cheeses.



Short Rib Omelet

First Watch | Aug 2021

Savory red wine-braised beef short ribs, house-roasted shallots and Crimini mushrooms, fresh spinach and Mozzarella cheese. Topped with Parmesan cream sauce and fresh herbs. Served with lemon dressed organic mixed greens and ciabatta toast.



Truffle Mushroom Hash

First Watch | Aug 2021

House-roasted Shiitake and Crimini mushrooms, crispy diced bacon and Monterey Jack cheese atop fresh, seasoned potatoes. Topped with two cage-free eggs any style, Parmesan cream sauce, truffle oil and lemon dressed arugula.



Filet Mignon & Bone Marrow

Fleming's Prime Steakhouse | Aug 2021

6oz handcut filet mignon, mushroom demi-glace and toasted crostini with farro, asparagus and pickled onions.



Roasted Portobello & Cauliflower Steak

Fleming's Prime Steakhouse | Aug 2021

Potato marrow with chimichurri & farro, asparagus and pickled onions with mushroom demi-glace.



Chicken Cheese Steak

Togo's | Aug 2021

Our all-natural, rotisserie-style chicken combined with sautéed mushrooms, roasted red peppers, and sliced onions covered with gooey, melty American cheese and just enough chipotle mayo to kick up the flavor.



Everything Crusted Ahi Sandwich

Yard House | Aug 2021

Seared rare, shiitake mushrooms, house steak sauce, arugula, white truffle sauce, toasted brioche bun.



SEPTEMBER

9 introductions





Four-Cheese & Sausage Stuffed Mushrooms

Carrabba's | Sep 2021

Four mushrooms stuffed with sausage, spinach, ricotta, parmesan, romano, mozzarella cheese and Italian breadcrumbs served over our tomato cream sauce



Pollo Rosa Maria

Carrabba's | Sep 2021

Wood-grilled chicken stuffed with fontina cheese and prosciutto, topped with mushrooms and basil lemon butter sauce, served with choice of side.



Korean Style Bulgogi Marinated Mushroom & Onion

Fleming's Prime | Sep 2021

Creamy parmesan risotto with roasted cauliflower & housemade Korean chili sauce topped with pickled vegetables.



Spicy Lemongrass Soup

Freshii | Sep 2021

Vegetable lemongrass broth, rice noodles, cabbage, carrots, tomatoes, mushrooms, cilantro.



The Custom Detroit Style Pizza

Granite City Food and Brewery | Sep 2021

A Motor City original, built just for you. We'll handle all the stuff under the hood; you design the rest. From classic add-ons like Pepperoni and Mushrooms, to premium toppings like Prosciutto or our signature Maple Pepper Bacon, you're in the driver's seat.



Triple Decker Grilled Cheese Sandwich

Houlihan's | Sep 2021

Smoked gouda, herb cream cheese, pimento cheese spread, roasted mushrooms, oven dried tomatoes, roasted poblano, herb butter-toasted artisan bread, choice of side.



Veggie Banh Mi

Le Pain Quotidien | Sep 2021

Roasted shiitake & cremini mushrooms, black lentil pate, pickled daikon, carrot & fresas, plant-based harissa aioli on baguette.



Vegan Willow Pizza

Mod Pizza | Sep 2021

Olive oil, chopped garlic, NEW plant-based Italian sausage, roasted red peppers, mushrooms, dairy-free cheese, arugula, romesco sauce finish.



Veggie Guacamole Sub

Quizno's Subs | Sep 2021

With cheddar, provolone, Guacamole, black olives, cucumbers, mushrooms, green peppers, cucumber, lettuce, tomatoes, onions, and red wine vinaigrette.



SCORES TOP PERFORMERS

Applebee's Bourbon Street Steak is a superstar new item - with ingredients such as Cajun spices, garlic butter, and mushrooms which scored high in purchase intent, and draw.

ITEM:

Bourbon Street Steak

OPERATOR:

Applebee's

ITEM TYPE:

Limited Time Offer

DATE:

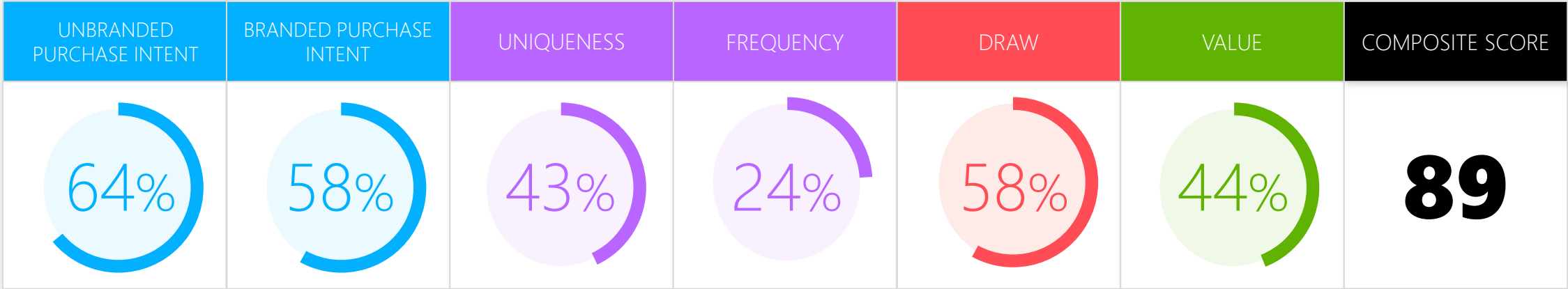
Aug 2021

PRICE:

\$16.99

DESCRIPTION:

The big flavor from New Orleans. A grilled 8 oz. USDA Select top sirloin* is jazzed up with Cajun spices and garlic butter served sizzling on a cast-iron platter with sautéed mushrooms and onions. Served with garlic mashed potatoes.



The Custom Detroit Style Pizza from Granite City is a volume driving limited time offer with the inclusion of classic pizza toppings like mushrooms - resulting high purchase intent, draw, and value.

ITEM:

The Custom Detroit Style Pizza

OPERATOR:

Granite City Food and Brewery

ITEM TYPE:

Limited Time Offer

DATE:

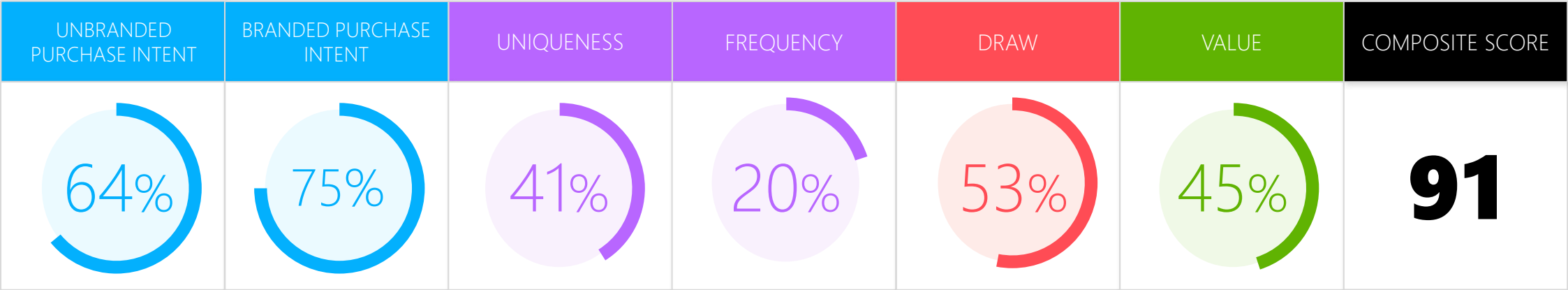
Sep 2021

PRICE:

\$10.99

DESCRIPTION:

A Motor City original, built just for you. We'll handle all the stuff under the hood; you design the rest. From classic add-ons like Pepperoni and Mushrooms, to premium toppings like Prosciutto or our signature Maple Pepper Bacon, you're in the driver's seat.



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

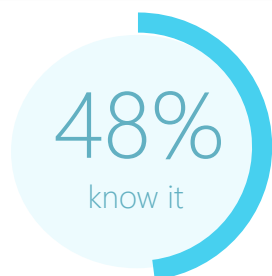


APPENDIX

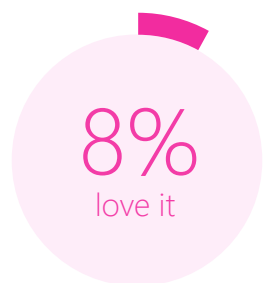
FLAVOR

Cremini Mushrooms

EXPERIENCE



AFFINITY



13% like it

10% neutral

3% dislike

4% hate it

62% have no opinion

21%
love/like It
among those that have tried it

MAC™ Stage

inception

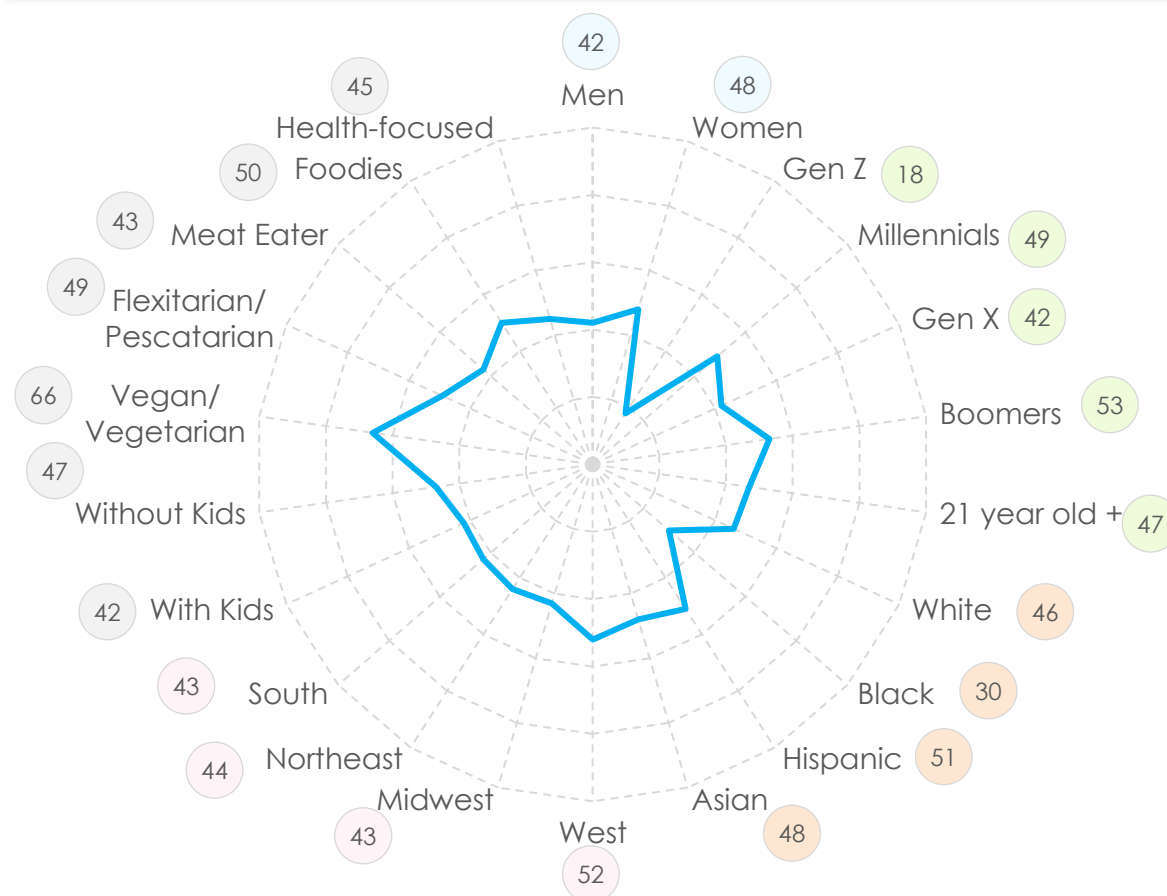
adoption

proliferation

ubiquity

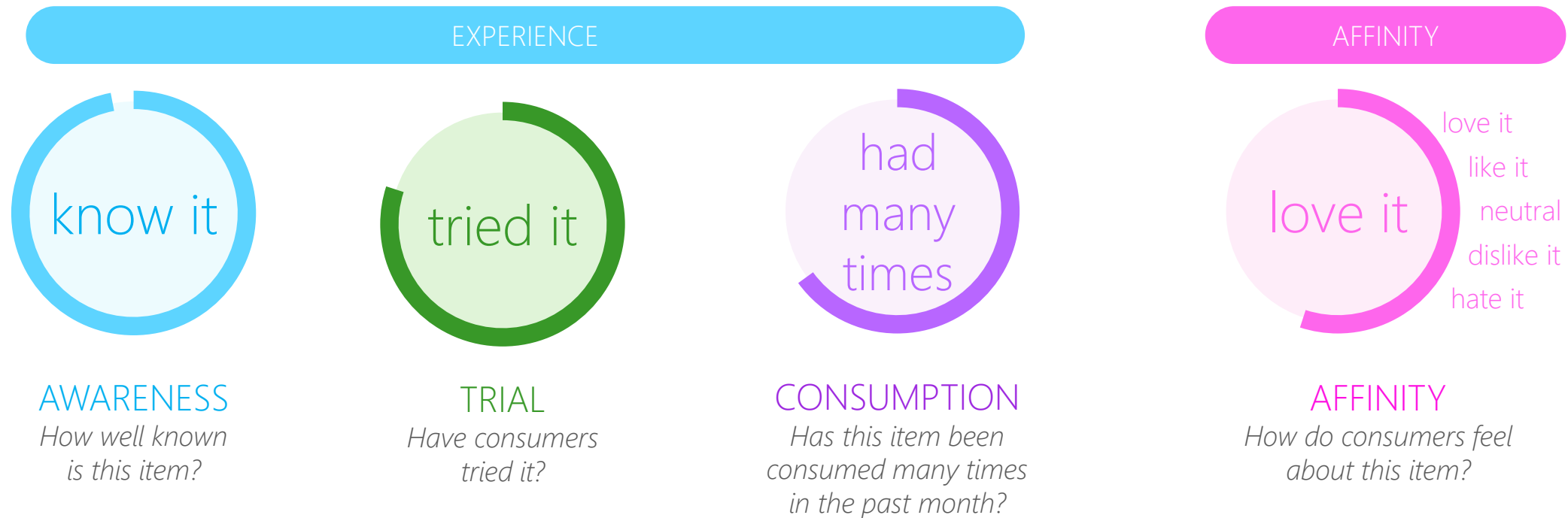
WHO REALLY LOVES IT?

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