

MUSHROOM INTRODUCTIONS

Top 250 chains & c-stores | SCORES top performers | FLAVOR profile
Q4 2020



OCTOBER

7 introductions



Spaghetti Primavera

Bertucci's Brick Over Pizzeria | Oct 2020

Fresh roasted garlic and red peppers, sauteed with spinach, broccoli, mushrooms and fresh herbs and tossed with spaghetti in a tomato cream sauce. Chicken, Shrimp or Salmon additions available.



Marsala Chicken

Boston Market | Oct 2020

Rotisserie chicken sauteed with cremini mushrooms, garlic, fresh herbs and finished with sweet Marsala wine. Comes with 1/2 Marsala Chicken, Fresh Baked Cornbread and choice of two sides.



Wild Mushroom & Pancetta Tortellini

Buca Di Beppo | Oct 2020

Wild mushrooms and pancetta in a thyme cream sauce tossed with cheese tortellini. Serves up to 3 people.



Chicken Pot Pie

Cheesecake Factory | Oct 2020

Chunks of Chicken Breast, Peas, Carrots, Onions, Mushrooms and Potatoes in a Creamy Gravy with a Flaky Pastry Crust.



Dijon Chicken

Cheesecake Factory | Oct 2020

Sauteed Chicken Breasts with Parmesan Breadcrumbs, Mushrooms, Onions and Garlic in a Dijon Mustard Cream Sauce. Served with Angel Hair Pasta.



Veggie Sub

Ledo Pizza | Oct 2020

A bed of spinach, sauteed green peppers, red onions, mushrooms, and melted smoked Provolone cheese. Topped with Romano Cheese and Herb Dressing.



Artichoke Sandwich

Penn Station | Oct 2020

The Artichoke is a combination of Artichoke hearts, provolone, oregano, parmesan, and mayo. Your Choice: fresh mushrooms.



NOVEMBER

6 introductions



Dynamite Salmon

Bonefish Grill | Nov 2020

Dynamite Atlantic Salmon wood-grilled, with a creamy spinach, mushroom, and lump crab topping - served with choice of two signature sides.



Soy-Glazed Butterfish

Bonefish Grill | Nov 2020

Rich, buttery Alaskan Black Cod served "Kabayaki style," brushed with a sweet soy glaze and topped with pickled ginger relish, over jasmine rice with spinach and mushrooms.



Smokey Blue Cheeseburger

Burgerville Usa | Nov 2020

Rogue Creamery's smoky blue crumbles, oven-roasted mushrooms, lettuce, garlic aioli and topped with pepper bacon.



Chick 'N' Shroom Melt

Denny's | Nov 2020

Grilled seasoned chicken breast, sauteed mushrooms, spinach, Swiss cheese and mayo on grilled potato bread.



Mushroom Swiss Burger

Jack's Family Restaurant | Nov 2020

Oh baby! The Mushroom Swiss comes with—you guessed it—mushrooms, Swiss cheese, and grilled onions on top of two all-beef patties. But that's not all, folks! This fan favorite also comes covered in gravy on a toasted premium artisan bun. YUM. Served with fries.



Chicken Marsala

Olive Garden | Nov 2020

Lightly floured grilled chicken breasts topped with savory mushroom and marsala wine sauce. Served with a side of fettuccine alfredo.



DECEMBER

10 introductions



Bella Pizza

Mod Pizza | Dec 2020

Features wild mushroom pesto, spinach, mozzarella, mild sausage, mushrooms, and rosemary on the our signature crust.



3-Cheese Tortellini Pesto

Noodles & Co | Dec 2020

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



Parmigiano Ravioli Pesto

Noodles & Co | Dec 2020

Parmigiano Reggiano cheese-filled ravioli in basil pesto cream sauce with garlic, mushrooms, tomato, and fresh parmesan.



Parmigiano Ravioli Rosa

Noodles & Co | Dec 2020

Parmigiano Reggiano cheese-filled ravioli in spicy tomato cream sauce with mushrooms, Roma tomato, spinach and parmesan.



3-Cheese Tortellini Rosa

Noodles & Co | Dec 2020

Tortellini 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 Ravioli

Noodles & Co | Dec 2020

Parmigiano Reggiano cheese-filled ravioli in light roasted garlic & onion cream sauce with zucchini, mushrooms and spinach, finished with MontAmoré cheese.



Roasted Garlic Cream Tortellini

Noodles & Co | Dec 2020

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



Pot Roast Stroganoff

Perkins | Dec 2020

Braised beef, crimini mushrooms and onions served over tender egg noodles in a savory cream sauce with a drizzle of sour cream.



Black Truffle 'Shroom Burger

Shake Shack | Dec 2020

Featuring a crispy portobello mushroom filled with melted muenster and cheddar cheeses and topped with black truffle sauce made from Regalis Foods' USDA Organic Black Truffle Arbequina Oil and shredded lettuce on a toasted Martin's potato bun.



Black Truffle Shack Stack

Shake Shack | Dec 2020

Featuring a cheeseburger with Roth Cheese Gruyere and a Shroom Burger (crispy portobello mushroom filled with melted muenster and cheddar cheeses) topped with real truffle sauce made from Regalis Foods' USDA Organic Black Truffle Arbequina Oil, served on a toasted Martin's potato bun.



APPENDIX **SCORES TOP PERFORMERS**

Denny's Chicken 'N' Shroom Melt incorporated a variety of textures with fresh vegetables resulting in high scores in purchase intent, uniqueness, and draw.

ITEM:

Chick 'N' Shroom Melt

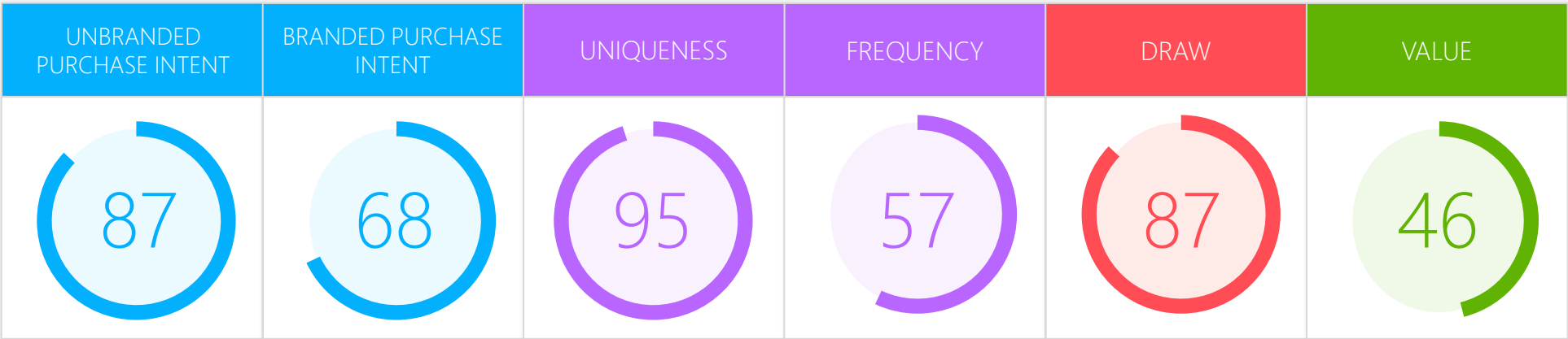
OPERATOR:
Denny's

ITEM TYPE:
Limited Time Offer

DATE:
Nov 2020

PRICE:
\$10.39

DESCRIPTION:
Grilled seasoned chicken breast, sauteed mushrooms, spinach, Swiss cheese and mayo on grilled potato bread.



Bonefish Grill scored high in branded purchase intent, uniqueness, and draw by topping fresh Atlantic salmon with premium ingredients including spinach, mushroom, and lump crab.

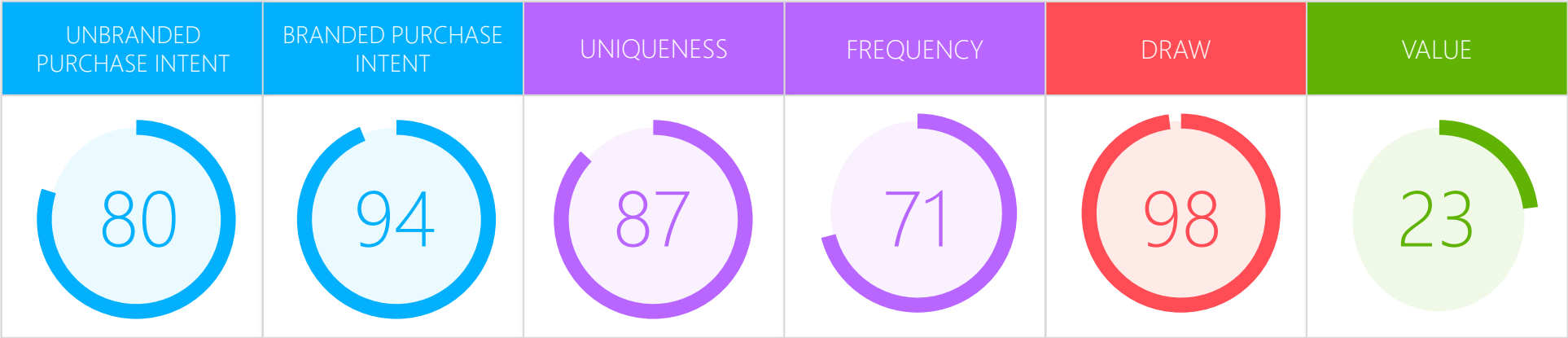
ITEM:

Dynamite Salmon

OPERATOR: Bonefish Grill	ITEM TYPE: Limited Time Offer	DATE: Nov 2020	PRICE: \$23.90
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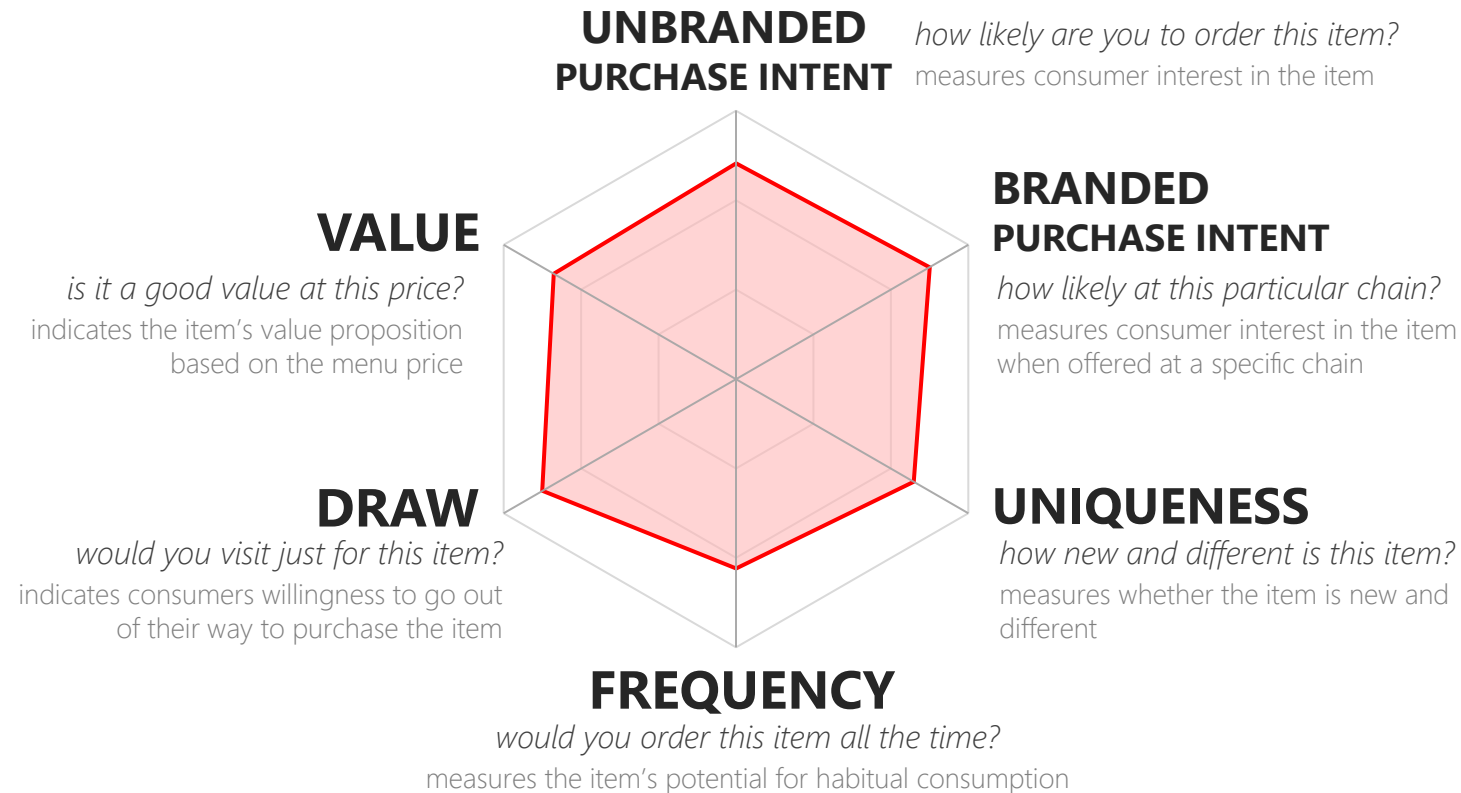
DESCRIPTION:

Dynamite Atlantic Salmon wood-grilled, with a creamy spinach, mushroom, and lump crab topping - served with choice of two signature sides.



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

Shiitake Mushrooms

EXPERIENCE



AFFINITY



22% like it

11% neutral

4% dislike

8% hate it

39% have no opinion

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

MAC™ Stage

inception

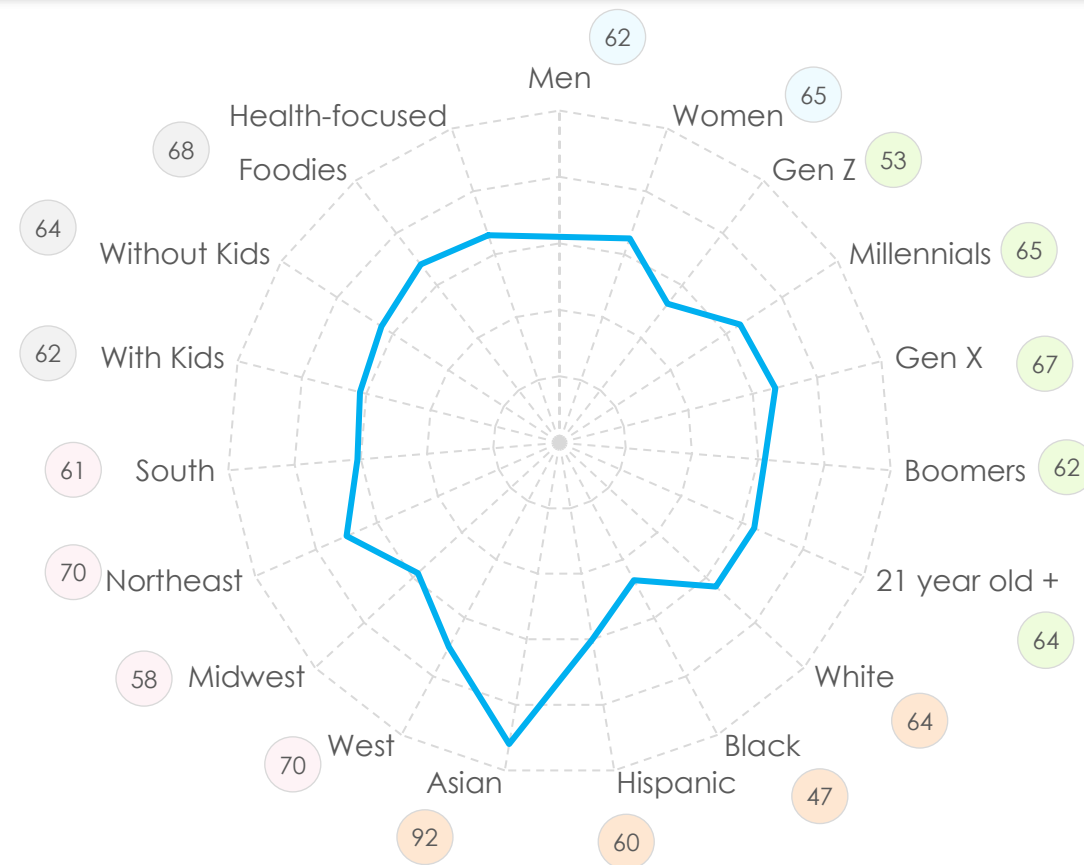
adoption

proliferation

ubiquity

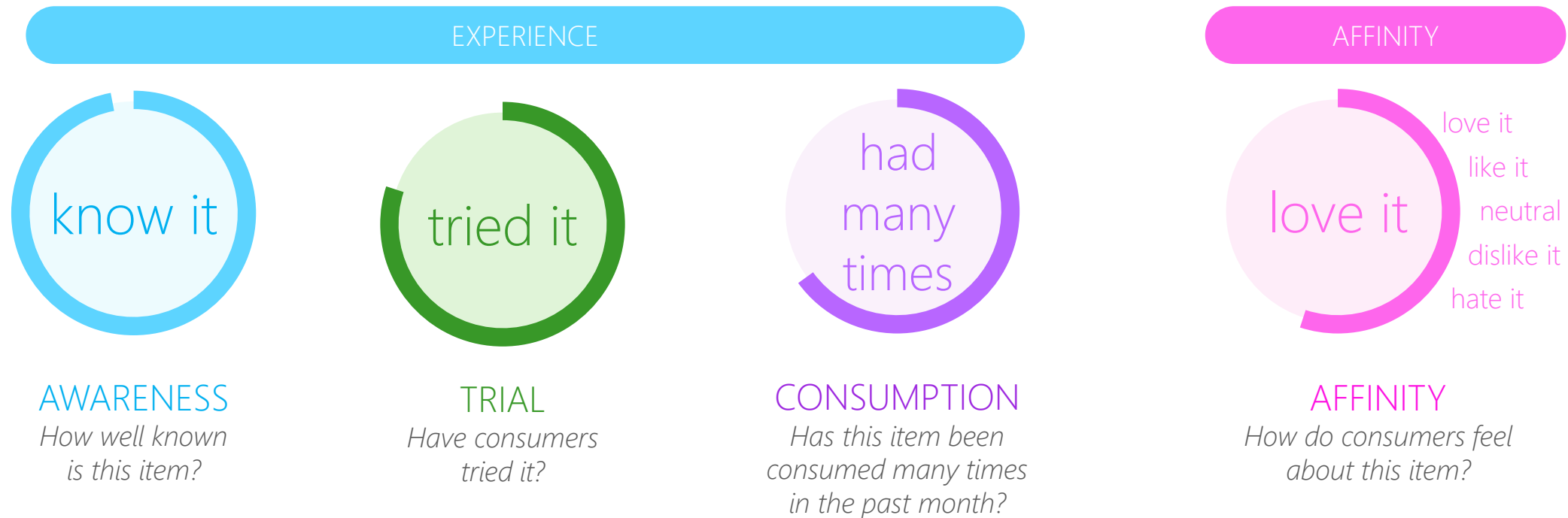
WHO REALLY LOVES IT?

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 holding chopsticks lifts a portion of spaghetti from a dark bowl. Steam rises from the bowl, and the background is dark. The scene is lit to highlight the texture of the food and the hand.

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.

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