



MUSHROOM INTRODUCTIONS

Top 250 chains & c-stores | SCORES top performers | FLAVOR profile
Q4 2021



OCTOBER

8 introductions





Fried Mushroom & Swiss Burger

Back Yard Burgers | Oct 2021

Flame-grilled, 100% black Angus patty served with sautéed mushrooms, Swiss cheese, lettuce, tomato and mayo.



Jerk Shrimp Pasta

Bahama Breeze | Oct 2021

Sautéed shrimp, fresh asparagus and mushrooms tossed in a Parmesan cream sauce with bow-tie pasta.



Awesomesauce Steak Tips

Friendly's | Oct 2021

Our steak tips are marinated to tender perfection in BBQ Worcestershire sauce, with mushrooms, peppers, and onions. Served with garlic red-skinned mashed potatoes, vegetable medley, and thick ciabatta toast.



Mushroom & Bourbon Onion Burger

Hard Rock Café | Oct 2021

Two stacked steak burgers with melted Swiss cheese, bourbon onions, mushrooms, bourbon aioli, shredded lettuce and vine-ripened tomatoes, all on a toasted plain bun.



Andouille Sausage Mac 'N' Cheese

Miller's Ale House | Oct 2021

Shell pasta tossed in a cheese sauce with andouille sausage, sautéed mushrooms, tomatoes and scallions, served with toasted garlic bread.



Portabella Veggie Pizza

Newk's Eatery | Oct 2021

Portabella mushrooms, red and yellow bell peppers, tomatoes, red onions, mozzarella, basil pesto, topped with fresh basil.



Portabella Veggie Sandwich

Newk's Eatery | Oct 2021

Portabella mushrooms, red and yellow bell peppers, Swiss, basil pesto on Parisian bread.



Donato's Cauliflower Very Vegy Pizza

Red Robin | Oct 2021

10" cauliflower crust topped with freshly cut Roma tomatoes, green peppers and yellow onions, fresh mushrooms and baby spinach, green olives.



NOVEMBER

12 introductions





Double Mushroom Onion Melt

A&W | Nov 2021

Double Mushroom Onion Melt comes with two 100% beef patties, two slices of melted Swiss cheese, grilled mushrooms and onions on a toasted bun.



BJ's

Italiano Vegetable Penne | Nov 2021

Oven-roasted cauliflower, broccoli, mushrooms + red peppers | garlic | San Marzano marinara | parmesan cheese | fresh basil | served with a garlic knot



Big Blue Bacon Cheeseburger

Burgerville USA | Nov 2021

1/3 pound grass-fed, grass-finished beef patty topped with roasted mushrooms, garlic aioli, Rogue Creamery smokey blue cheese and Olympia Provisions bacon.



Rigatoni Campagnolo with Chicken

Carrabba's | Nov 2021

Sautéed mushrooms, sundried tomatoes, parmesan and romano cheese tossed with rigatoni pasta in our tomato cream sauce topped with scallions, ricotta salata and wood-grilled chicken.



Short Rib Poutine Hash

First Watch | Nov 2021

Red wine-braised beef short rib tossed with seasoned potatoes, roasted cremini mushrooms and shallots, mozzarella cheese and Wisconsin white cheddar cheese curds topped with two eggs cooked any style, demi-glace sauce, parsley and chives.



Prime Rib Tips Dinner

Huddle House | Nov 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 Omelet

Huddle House | Nov 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.



Prime Rib Tips Stuffed Hashbrowns

Huddle House | Nov 2021

Tender, juicy prime rib tips, scrambled eggs*, melty American cheese and sautéed mushrooms and caramelized onions between layers of crispy golden hashbrowns. Served with buttery toast or biscuit.



Roasted Prime Rib Tips Sandwich

Huddle House | Nov 2021

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



Holiday Feast Sampler

La Madeleine French Bakery | Nov 2021

Sliced oven-roasted turkey with creamy mushroom sauce, green beans almondine & homemade cranberry apple stuffing served with a side of cranberry-orange chutney.



Phil's Philly Pizza Pie

Old Chicago Pizza | Nov 2021

Alfredo sauce, roasted garlic, ground beef, mozzarella, mushrooms, black olives, green peppers, red onions & jalapenos.



Short Rib Fried Rice

P.F. Chang's | Nov 2021

Braised beef short ribs stir-fried with rice, kimchi, mushrooms, edamame, eggs, wasabi mayonnaise and green onions

A collection of mushrooms, some whole and some sliced, arranged around the text. The mushrooms are light beige with some darker spots. The slices show the gills and the stem. The text is in a bold, black, sans-serif font.

DECEMBER

8 introductions





Dynamite Salmon

Bonefish Grill | Dec 2021

Wood-grilled Atlantic Salmon, with a creamy spinach, mushroom and lump crab dynamite topping. Served with two freshly made sides.



Bourbon Bacon Burger

Denny's | Dec 2021

Cheddar cheese, bacon, sautéed mushrooms, fire-roasted bell peppers & onions, bourbon sauce, lettuce, tomato, red onions and pickles on a brioche bun. Served with wavy-cut fries or seasonal fruit.



Petite Filet Mignon & North Atlantic Lobster

Fleming's Prime Steakhouse | Dec 2021

Mushrooms, demi glace & merlot salt served with drawn butter.



Wild Mushroom Polenta Cake

Fleming's Prime Steakhouse | Dec 2021

Lightly fried creamy goat cheese with mushrooms, balsamic glaze, peppercorn sauce & green onions



Chicken Alfredo Papa Bowl

Papa John's | Dec 2021

Creamy Alfredo sauce layered with juicy grilled chicken, spinach, mushrooms, onions and tomatoes, and topped with three cheeses and Italian seasoning blend.



Garden Veggie Papa Bowl

Papa John's | Dec 2021

Pizza sauce layered with spinach, mushrooms, onions, bell peppers, tomatoes and banana peppers, and finished with three cheeses and Italian seasoning blend.



Big Murphy's Stuffed

Papa Murphy's | Dec 2021

Two layers of our Original Crust stuffed with Traditional Red Sauce, Whole-Milk Mozzarella, Premium Pepperoni, Italian Sausage, Sliced Mushrooms and Black Olives topped with Traditional Red Sauce, Green Peppers, Roma Tomatoes, Mozzarella, Mild Cheddar and Herb & Cheese Blend.



Pot Roast Stroganoff

Perkin's | Dec 2021

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



APPENDIX SCORES TOP PERFORMERS

The Prime Rib Tips Stuffed Hashbrowns from Huddle House is a superstar limited time offer, as it elevates the traditional breakfast – resulting in high purchase intent, uniqueness, draw, and value.

ITEM:

Prime Rib Tips Stuffed Hashbrowns

OPERATOR:
Huddle House

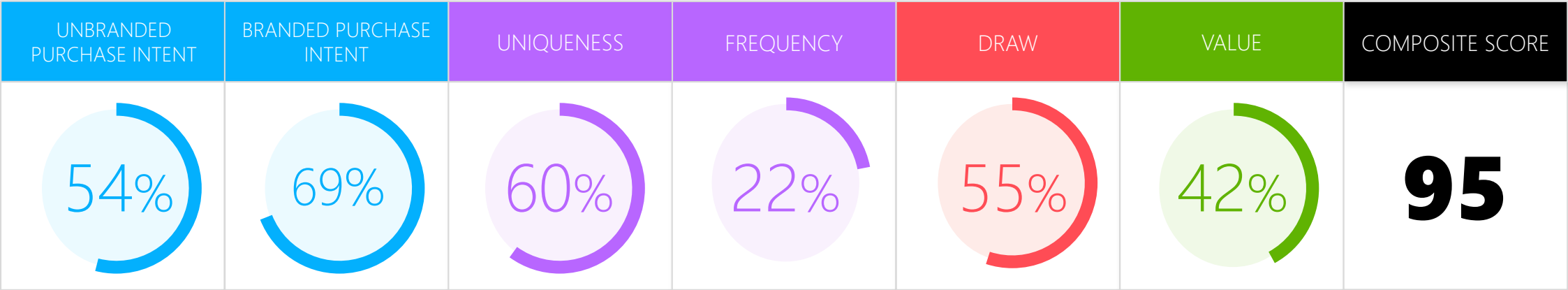
ITEM TYPE:
Limited Time Offer

DATE:
Nov 2021

PRICE:
\$9.29

DESCRIPTION:

Tender, juicy prime rib tips, scrambled eggs*, melty American cheese and sautéed mushrooms and caramelized onions between layers of crispy golden hashbrowns. Served with buttery toast or biscuit.



Back Yard Burger’s Fried Mushroom & Swiss Burger had high unbranded and branded purchase intent by including traditional burger pairings (lettuce, tomato, mayo) with premium ingredients (mushrooms, black angus).

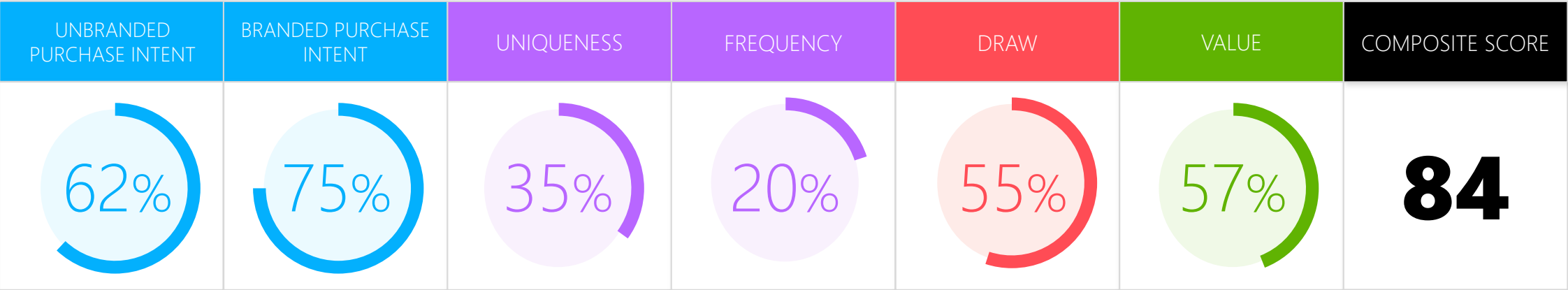
ITEM:

Fried Mushroom & Swiss Burger

OPERATOR: Back Yard Burgers	ITEM TYPE: Limited Time Offer	DATE: Oct 2021	PRICE: \$6.29
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DESCRIPTION:

Flame-grilled, 100% black Angus patty served with sautéed mushrooms, Swiss cheese, lettuce, tomato and mayo.



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

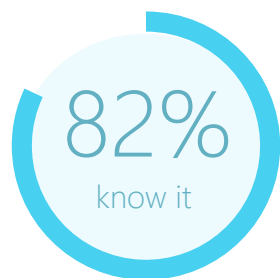


APPENDIX

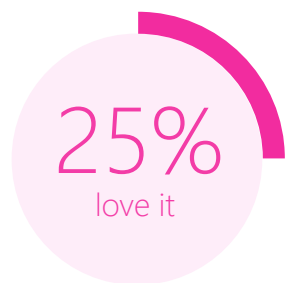
FLAVOR

Portobello Mushrooms

EXPERIENCE



AFFINITY



25% like it

11% neutral

6% dislike

8% hate it

62% have no opinion

25%
love/like It
among those that have tried it

MAC™ Stage

inception

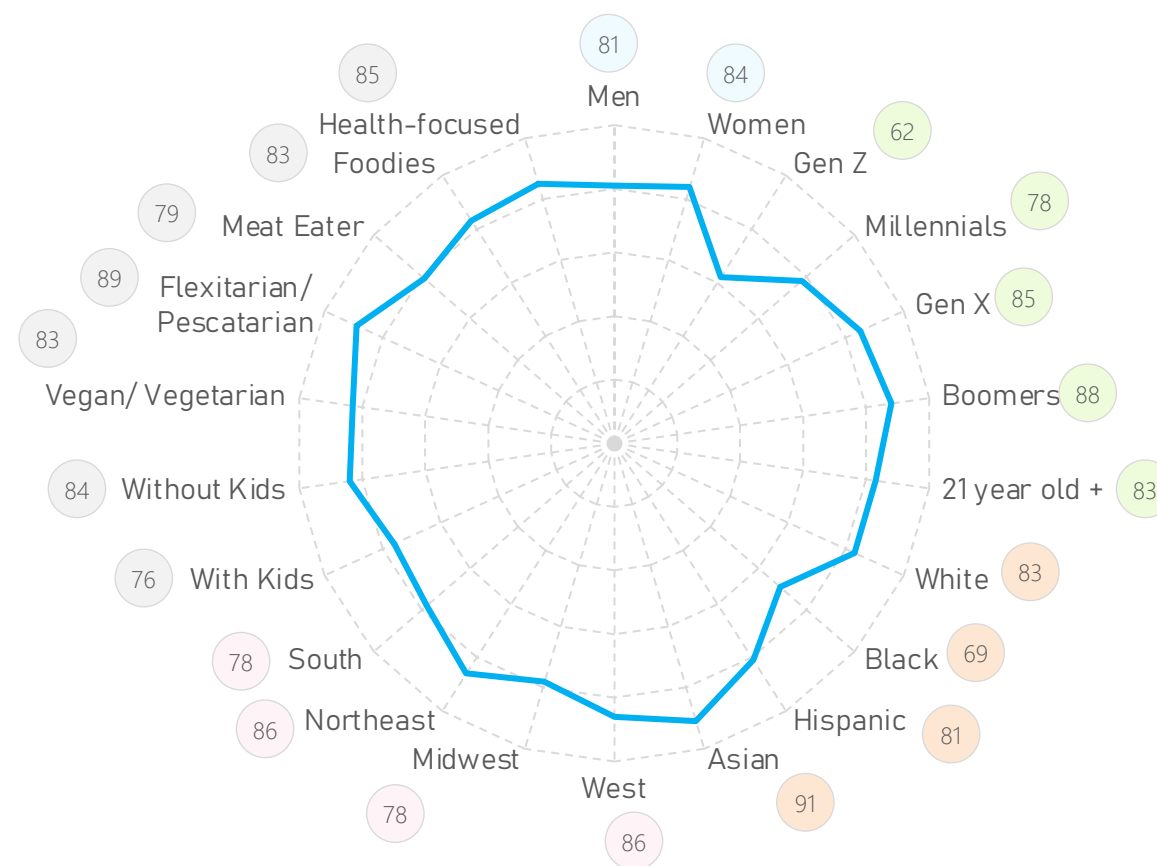
adoption

proliferation

ubiquity

WHO REALLY LOVES IT?

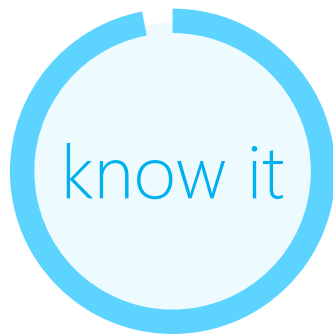
Normative indices shown
50 = avg among group



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**:

EXPERIENCE



AWARENESS

How well known is this item?



TRIAL

Have consumers tried it?



CONSUMPTION

Has this item been consumed many times in the past month?

AFFINITY



AFFINITY

How do consumers feel about this item?

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