



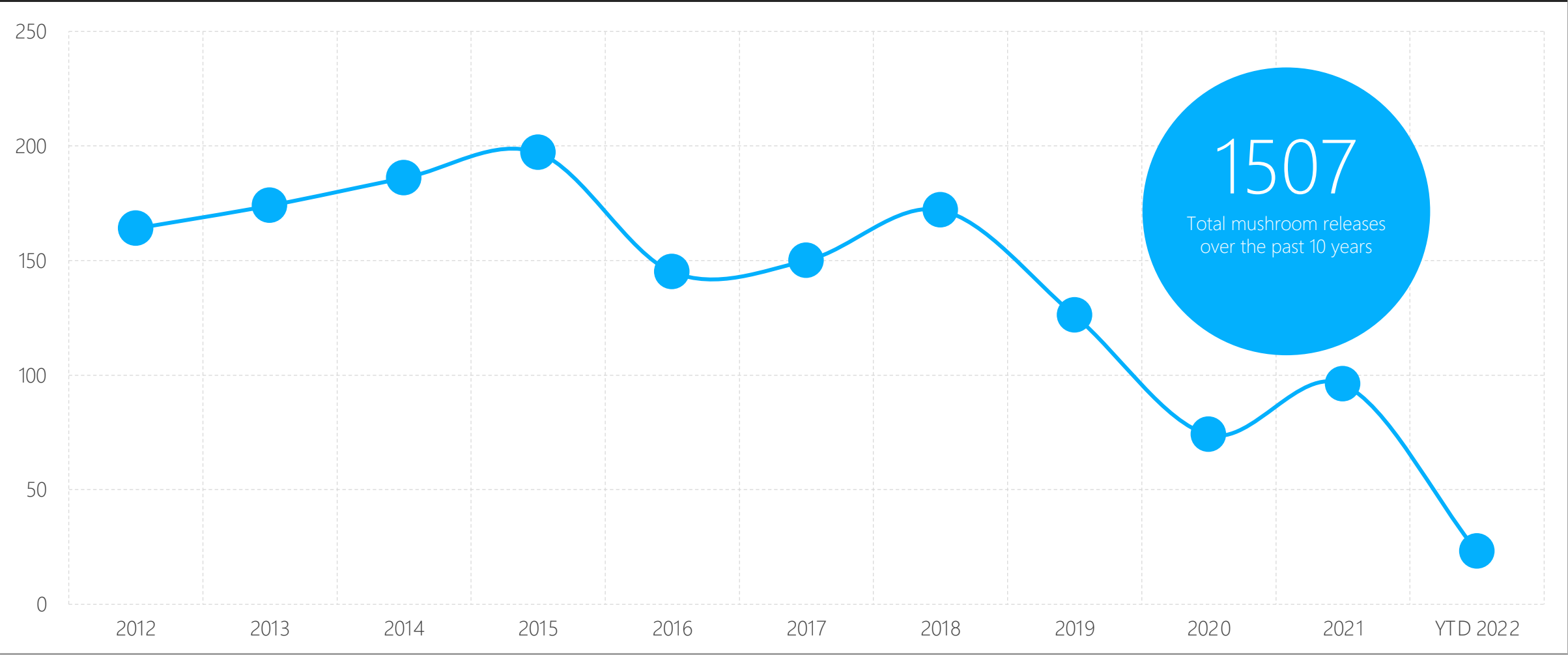
MUSHROOM INTRODUCTIONS

Top 250 chains & c-stores | SCORES top performers | FLAVOR profile
Q1 2022

Mushrooms have taken a steep decline for new releases and limited time offers in 2019-2021.

MUSHROOM INTRODUCTIONS

of releases





MARCH

7 introductions





Champagne Shrimp Pasta

Carrabba's | Mar 2022

Linguine tossed with shrimp in a champagne cream sauce with roasted red bell peppers and sautéed mushrooms.



Tuscan-Grilled Filet Marsala

Carrabba's | Mar 2022

9oz filet mignon topped with mushrooms and our Lombardo Marsala.



A1 Chophouse Burger

Freddy's Frozen Custard & Steakburgers | Mar 2022

Melted white cheddar, sautéed mushrooms, grilled onions and a zesty A1 and garlic sauce- all on our signature steakburger patties.



Steakhouse Smashed Potatoes

O'Charley's | Mar 2022

Smashed potatoes loaded with garlic butter, caramelized onions, sauteed mushrooms and chopped bacon.



Donato's The Works Pizza

Red Robin | Mar 2022

Heritage pepperoni, family recipe sausage, freshly cut green peppers and yellow onions, fresh mushrooms.



Garden Fresh Skillet

Village Inn | Mar 2022

Onions, green peppers, mushrooms, broccoli, and tomatoes with Monterey Jack and Cheddar cheeses.



Garden Veggie Omelette

Village Inn | Mar 2022

Low-cholesterol egg substitute, onions, green peppers, tomatoes, and mushrooms. Topped with Ranchero sauce and Mozzarella cheese.



FEBRUARY

7 introductions





Deluxe Steak Special with Marinated Mushrooms

Hard Rock Café | Feb 2022

Your choice of USDA 12-oz NY Strip Steak or Bone-in Cowboy ribeye, grilled and topped with mushrooms marinated in a smoked bacon and bourbon sauce, served with loaded mashed potatoes and fresh vegetables.



Veggie Pita

Ledo Pizza | Feb 2022

Spinach, sautéed green peppers, red onions, mushrooms, melted smoked provolone cheese, Romano cheese and herb dressing in a pita.



Cauliflower Rigatoni Rosa

Noodles & Co. | Feb 2022

Cauliflower-infused rigatoni in spicy tomato cream sauce, mushrooms, Roma tomato, spinach and parmesan.



Chicken Pesto Alfredo

Old Chicago Pizza | Feb 2022

Penne Alfredo with Applewood chicken, broccoli, roasted mushrooms, pesto and shaved parmesan.



Steak & Pepper Skillet

Perkins | Feb 2022

Steak tips with red bell peppers, grilled red onions, mushrooms and beef gravy served over breakfast potatoes.



Philly Cheesesteak Hoagie

Ruby Tuesday | Feb 2022

Tender, shaved beef grilled with peppers, onions, and mushrooms all topped with cheddar cheese.



French Dip Calzone

Schlotzsky's | Feb 2022

Mozzarella, Caramelized Onions, Au Jus, Roast Beef, Mushrooms.



JANUARY

9 introductions





Fettuccine with Italian Sausage Ragu

Bertucci's Brick Oven Pizzeria | Jan 2022

Fettuccine prepared with Italian sausage, house-made marinara sauce, mushrooms, caramelized onions, fresh oregano, crushed red pepper, topped with ricotta cheese.



Miss Mushroom Vegan Pie

Mellow Mushroom | Jan 2022

This pizza starts with minced garlic, fresh spinach, Follow Your Heart® vegan mozzarella, sliced portobello, caramelized onions, then is baked and topped with the Follow Your Heart vegan feta crumbles. It's a vegan match made in Mellow heaven.



Roasted Chicken Crepes

Mimi's Bistro & Bakery | Jan 2022

Filled with roasted chicken, sautéed spinach, mushrooms, and tomato topped with chardonnay mustard sauce. Served with a Petite House Salad with red wine shallot vinaigrette.



Cauliflower Rigatoni in Roasted Garlic Cream

Noodles & Co. | Jan 2022

Cauliflower-infused rigatoni in light roasted garlic cream sauce with roasted zucchini, mushrooms and spinach finished with MontAmore cheese and parsley.



Zucchini Pesto with Grilled Chicken

Noodles & Co. | Jan 2022

Zucchini noodles with basil pesto cream sauce, garlic, grilled chicken, mushrooms, tomato and parmesan.



Garden Veggie Papa Bowl

Papa John's | Jan 2022

Thai Chicken Soup consists of a mix of chicken, carrots, shiitake mushrooms, red bell peppers and edamame simmered in a rich, Thai yellow coconut curry broth with lemongrass, ginger, galangal, and Thai lime leaves.



Spicy Veggie Pizza

Pizza Hut | Jan 2022

Spicy marinara, sliced red chilis, fiery flakes, green bell peppers, red onions, and mushrooms.



Fried Mushrooms

TGI Friday's | Jan 2022

Battered and golden-brown fried whole button mushrooms served with our tangy remix sauce. A true classic.



Mushroom Steak & Mushrooms

TGI Friday's | Jan 2022

Mushroom lovers only. 6-ounce sirloin topped with seasoned mushrooms, onions, and Jack cheese. Served with mashed potatoes, lemon-butter broccoli, fried mushrooms, and tangy remix sauce.



APPENDIX **SCORES TOP PERFORMERS**

The French Dip Calzone from Schlotzskys was a top performer with unbranded purchase intent but had average scores across all other metrics resulting in moderate appeal.

ITEM:

French Dip Calzone

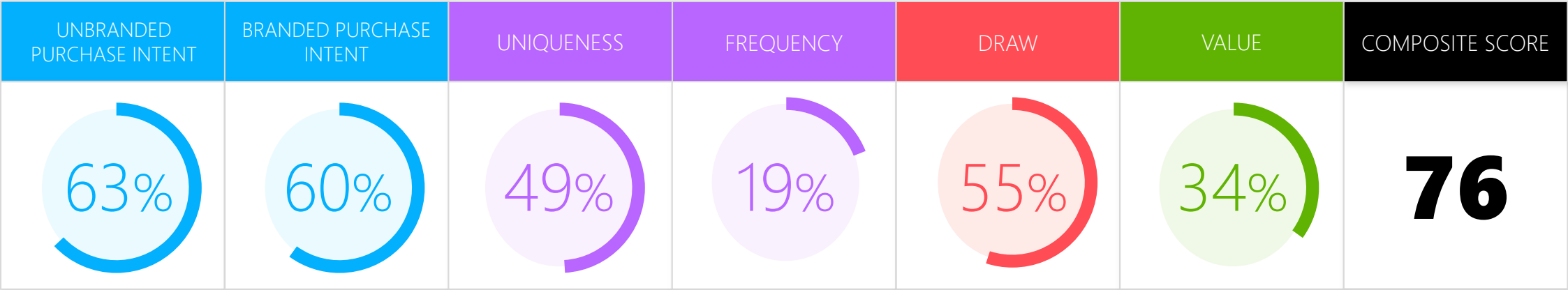
OPERATOR:
Schlotzskys

ITEM TYPE:
Limited Time Offer

DATE:
Feb 2022

PRICE:
\$11.99

DESCRIPTION:
Mozzarella, Caramelized Onions, Au Jus, Roast Beef, **Mushrooms**.



Bertucci's Fettuccine with Italian sausage ragu outperformed most other pasta dishes with extremely strong purchase intent but could benefit on further refinement to increase uniqueness, draw, and value.

ITEM:

Fettuccine with Italian Sausage Ragu

OPERATOR:

Bertucci's Brick Oven Pizzeria

ITEM TYPE:

Limited Time Offer

DATE:

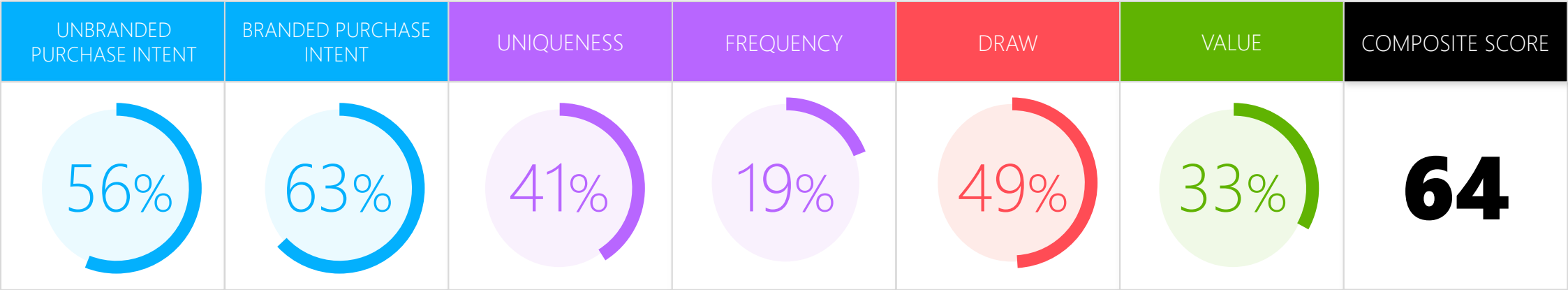
Jan 2022

PRICE:

\$17.99

DESCRIPTION:

Fettuccine prepared with Italian sausage, house-made marinara sauce, **mushrooms**, caramelized onions, fresh oregano, crushed red pepper, topped with ricotta cheese.



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

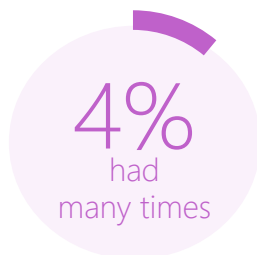


APPENDIX

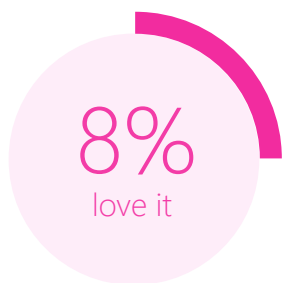
FLAVOR

Cremeni Mushrooms

EXPERIENCE



AFFINITY



13% like it

10% neutral

3% dislike

4% hate it

63% have no opinion

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

MAC™ Stage

inception

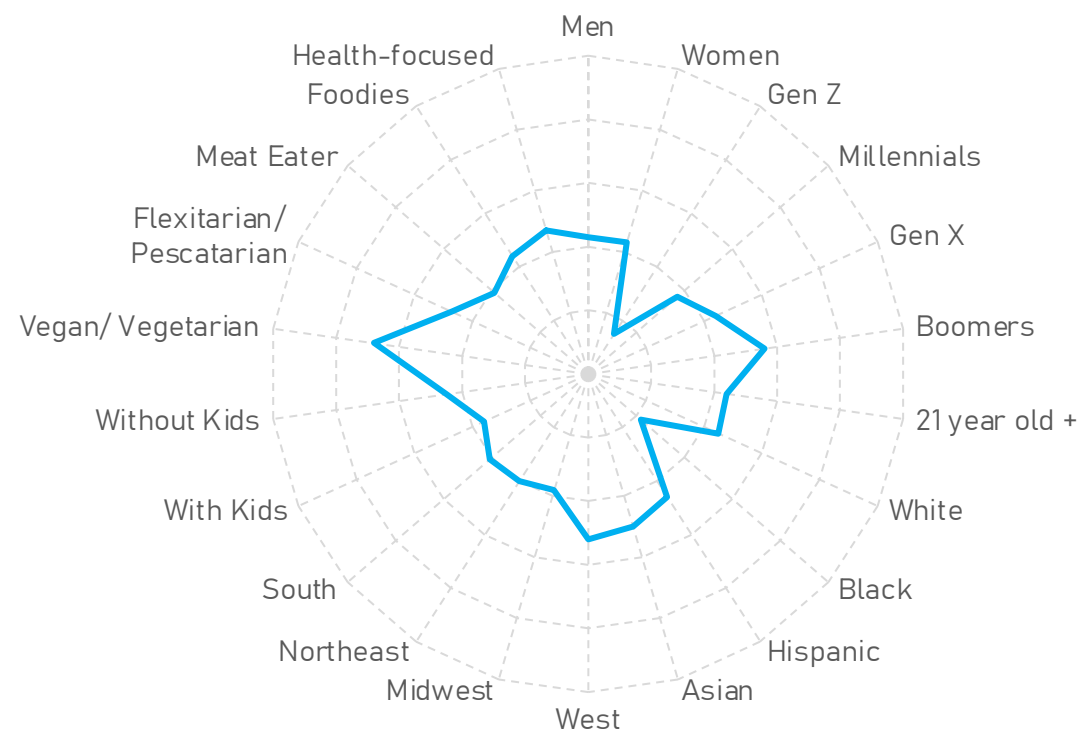
adoption

proliferation

ubiquity

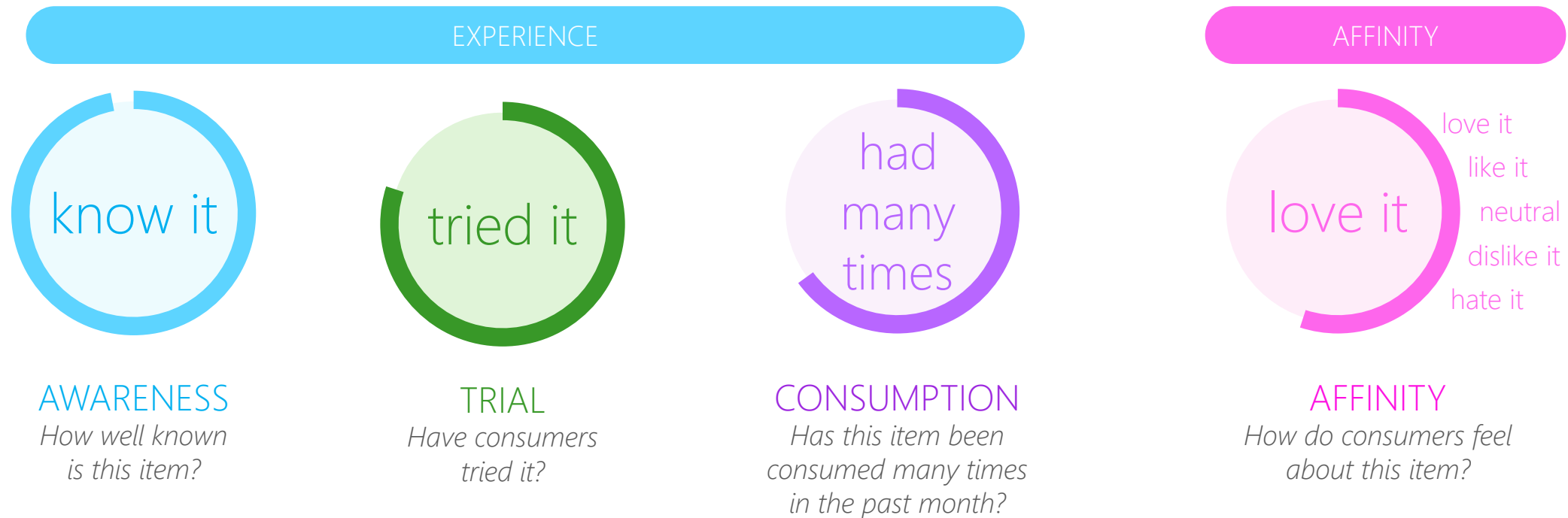
WHO REALLY LOVES IT?

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**:





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