



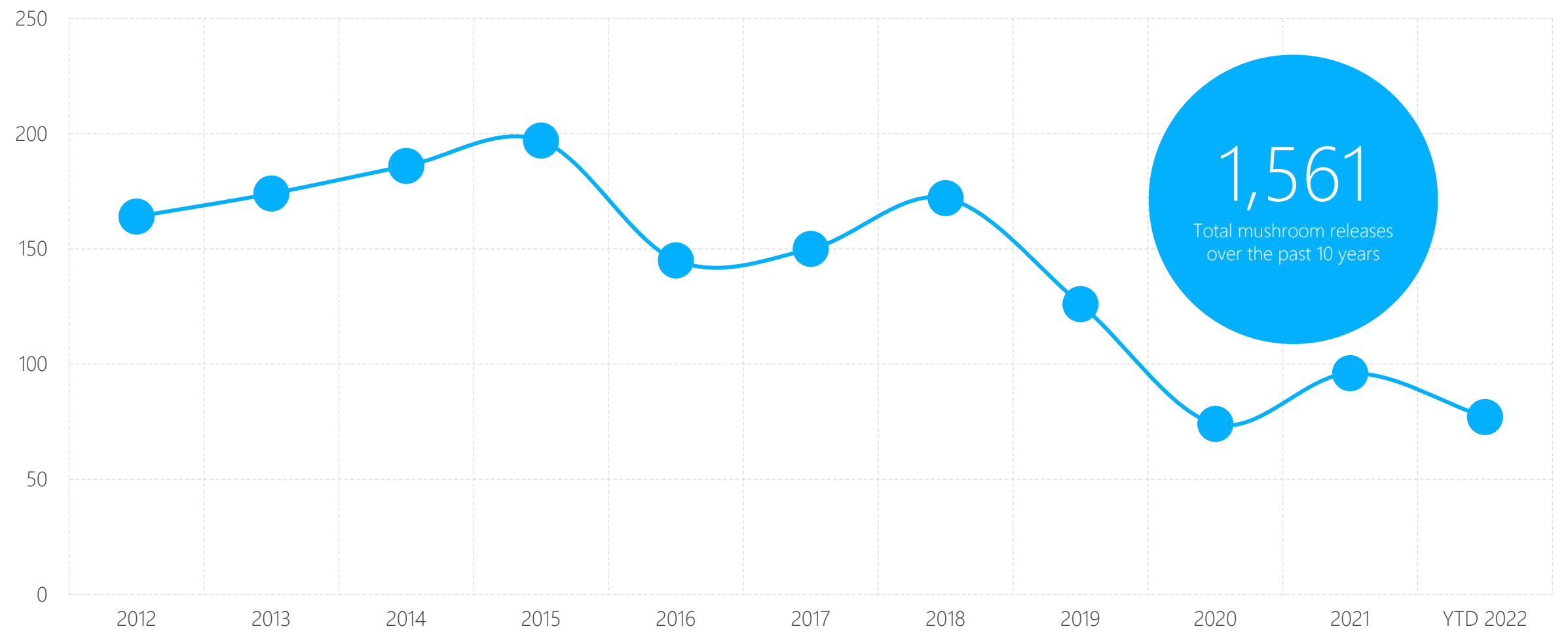
MUSHROOM INTRODUCTIONS

Top 250 chains & c-stores | SCORES top performers | FLAVOR profile
Q2 & Q3 2022

Mushrooms in introductions remained fairly steady for most of the last decade but saw a rapid period of decline beginning around 2018, with minimal growth over the last couple of years.

MUSHROOM INTRODUCTIONS

of releases





MARCH

7 introductions

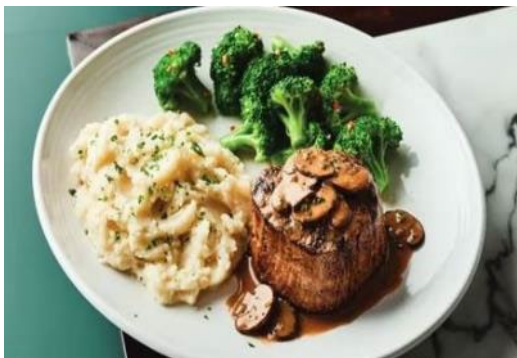




Champagne Shrimp Pasta

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, sautéed 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.



APRIL

5 introductions





Spicy Veggie Pizza

California Pizza Kitchen | Apr 2022

Rich, creamy, and decadent wild mushroom and brie soup.



Bangin' Beef Stroganoff

Friendlys | Apr 2022

Make some noise for a thin sliced sirloin steak coated in a luscious creamy mushroom, onion and garlic sauce and tossed with perfectly cooked pasta. Served with thick ciabatta toast.



A1 Mushroom Swiss Burger

Fuddruckers | Apr 2022

Our Premium Select Cut Butcher's Blend Burger with Tillamook Swiss, grilled onions, and sautéed mushrooms with savory A-1 sauce.



Swordfish Casino

Mccormick & Schmick's | Apr 2022

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



Kale and Mushroom Egg Bites

Starbucks | Apr 2022

Cage-free eggs and feel-good flavors cooked sous vide style for a velvety texture.



MAY

10 introductions





Mushroom & Onion Chopped Steak

Bob Evans | May 2022

Served with mashed potatoes, gravy and broccoli.



Grilled Portabella Mushroom and Swiss Sub

Jersey Mike's | May 2022

Grilled Portabella Mushroom and Swiss Sub features grilled Portabella mushrooms, green bell peppers and onions with signature Swiss cheese, grilled fresh on your choice of bread.



Portabella Cheese Steak

Jersey Mike's | May 2022

Steak, fresh portabella mushrooms, peppers, onions, and white American cheese. Grilled fresh.



Portabella Chicken Cheese Steak

Jersey Mike's | May 2022

Chicken, fresh portabella mushrooms, peppers, onions, and white American cheese. Grilled fresh.



Chicken la Madeleine

La Madeleine French Bakery | May 2022

Our signature balsamic-marinated chicken topped with creamy wild mushroom sauce, served with your choice of sides.



Crepe la Madeleine

La Madeleine French Bakery | May 2022

Balsamic-marinated chicken, rice, Swiss cheese. Topped with mushroom sauce.



Dairy-Free Cheese Cowboy Pizza

Papa Murphy's | May 2022

Our Original Crust topped with Traditional Red Sauce, Dairy-Free Mozzarella, Premium Pepperoni, Italian Sausage, Sliced Mushrooms, Black Olives.



Dairy-Free Cheese Garden Veggie Pizza

Papa Murphy's | May 2022

Our Original Crust topped with Traditional Red Sauce, Dairy-Free Mozzarella, Sliced Mushrooms, Black Olives, Mixed Onions, Green Peppers, Roma Tomatoes.



Dairy-Free Cheese Gourmet Vegetarian Pizza

Papa Murphy's | May 2022

Our Artisan Thin Crust, topped with Creamy Garlic Sauce, Dairy-Free Mozzarella, Fresh Spinach, Sliced Zucchini, Sliced Mushrooms, Marinated Artichoke Hearts, Roma Tomatoes, Mixed Onions.



Dairy-Free Cheese Murphy's Combo Pizza

Papa Murphy's | May 2022

Our Original Crust topped with Traditional Red Sauce, Dairy-Free Mozzarella, Salami, Premium Pepperoni, Italian Sausage, Sliced Mushrooms, Mixed Onions and Black Olives.



JUNE

6 introductions





Artisan Hand Stretched Roasted Wild Mushroom Pizza

Bertucci's Brick Oven Pizzeria | Jun 2022

Roasted wild mushrooms, oregano, thyme, seasoned cream sauce, Pecorino Romano and mozzarella.



Sausage, Mushroom and Onions Pizza

Bertucci's Brick Oven Pizzeria | Jun 2022

House-made tomato sauce, sausage, mushrooms, caramelized onions, Pecorino Romano and mozzarella.



Spaghetti Primavera with Shrimp

Carrabba's | Jun 2022

Tossed with sautéed red bell peppers, zucchini, mushrooms, peas, and roasted tomatoes, finished with white wine lemon butter sauce and wood-grilled shrimp.



Huli Huli Grilled Chicken

Houlihan's | Jun 2022

Marinated 24 hours in our take on a traditional Hawaiian glaze, grilled to order and brushed with a tropical soy reduction, served with sautéed mushrooms, pineapple brown rice and veggie stir fry.



Country Style Tenders

O'Charley's | Jun 2022

O'Charley's Famous Chicken Tenders smothered with hearty country gravy, mushrooms and onions. Served with smashed potatoes and an additional side.



Steakhouse Nacho's

O'Charley's | Jun 2022

Our warm tortilla chips topped with queso and seasoned ground beef, and layered with shredded cheddar, Cajun mushroom and onions, diced red and green peppers. Topped with bleu cheese crumbles and crispy fried onions.



JULY

5 introductions





Japanese Pan Noodles

Noodles & Co | Jul 2022

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



Pesto Cavatappi

Noodles & Co | Jul 2022

Cavatappi noodles in basil pesto cream sauce, garlic, mushrooms, tomato and parmesan.



Savory Steakhouse Burger

Red Robin | Jul 2022

Savory Steakhouse Burger features a fire-grilled beef burger glazed with A.1. sauce and topped with black-peppered bacon, Cheddar cheese, crispy onion straws, garlic mushrooms and roasted garlic aioli, all served on a toasted brioche bun.



Philly Steak and Cheese Sandwich

Shoneys | Jul 2022

Savory shaved ribeye grilled with bell peppers, sweet onions and mushrooms. Smothered in American cheese and served on a toasted hoagie.



Pastrami Cheese Steak

Togo's | Jul 2022

Pastrami Cheese Steak features a quarter pound of our world-famous hot pastrami combined with sautéed mushrooms, roasted red bell peppers, and sliced onions and then topped with melty American cheese and made from scratch zesty chipotle mayo.



AUGUST

6 introductions





Manchego Chicken

Dave & Busters | Aug 2022

Grilled chicken breasts, cremini mushrooms, Manchego cheese, rich and savory Hennessy Madeira demi sauce, seared green beans with garlic mashed potatoes.



Monterey Jack Chicken

Dave & Busters | Aug 2022

Grilled chicken breasts, cremini mushrooms, Monterey Jack cheese, rich and savory Hennessy Madeira demi sauce, seared green beans, garlic mashed potatoes.

Marie Callender's
Restaurant & Bakery

Marie's Meatloaf

Marie Callender's | Aug 2022

Slow-baked with Angus ground beef, onions, green peppers, carrots and special seasonings. Topped with mushroom cabernet gravy. Served with fresh mashed potatoes and fresh seasonal vegetables.



Philly Cheesesteak Pizza

Old Chicago Pizza + Taproom | Aug 2022

Be the life of the tailgate with this flavorful pizza! Thinly sliced sirloin, mushrooms, green peppers, red onion, giardiniera, a drizzle of alfredo sauce and melted mozzarella.



Chicken Alfredo Papa Bowl

Papa John's | Aug 2022

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 | Aug 2022

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



SEPTEMBER

11 introductions





Veggie Pizza

7-Eleven | Sep 2022

Pizza topped with roasted and diced red and green bell peppers, white onions and mushroom slices. (\$1.89 for a slice and \$5.99 for a whole pie)



Chopped Angus Steak

Beef O Bradys | Sep 2022

Premium blend Angus smothered with grilled mushrooms, sauteed onions and savory gravy. Served with mashed potatoes and gravy and fresh steamed broccoli.



Chicken Fried Steak 'Kitchen Sink' Omelette

Black Bear Diner | Sep 2022

A 3-egg omelette stuffed with diced chicken fried steak, spinach, red onion, mushroom, red & green bell pepper and jack and cheddar cheeses! Topped with country gravy and served with your choice of side and a biscuit.



Four-Cheese and Sausage Stuffed Mushrooms

Carrabba's | Sep 2022

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



Filet Mignon and Deconstructed Wellington

Fleming's Prime Steakhouse | Sep 2022

Our leanest cut of beef over sauteed spinach, mushroom duxelles filled puff pastry, topped with cabernet demi. Includes a Baby Kale and Beet Salad and Dark Chocolate Truffle Gelato.



Roasted Portobello and Cauliflower Steak

Fleming's Prime Steakhouse | Sep 2022

Crispy potato marrow with chimichurri and farro, asparagus and pickled onions with mushroom demi-glace. Includes a Baby Kale and Beet Salad and Dark Chocolate Truffle Gelato.



Swiss Mushroom Burger Pizza

Godfather's Pizza | Sep 2022

Creamy Swiss American Cheese, beef, mushrooms and mounds of mozzarella cheese.



Mushroom, Bacon and Brie Omelet

Mimi's Bistro & Bakery | Sep 2022

Three eggs with roasted mushrooms, hickory-smoked bacon, caramelized onion, sautéed spinach, and melted brie. Served with roasted breakfast potatoes.



Chicken Marsala Fettuccine

Olive Garden | Sep 2022

Chicken sautéed with spinach and mushrooms in a creamy marsala mushroom sauce. Served over fettuccine.



Sirloin and Alice Springs Chicken Combo

Outback | Sep 2022

6 Ounce Outback Center-Cut Sirloin- paired with a 5-ounce grilled chicken breast topped with sautéed mushrooms, crisp bacon, melted Monterey Jack and Cheddar and honey mustard sauce. Served with two freshly made sides.



Supreme Pizza

Schlotzskys | Sep 2022

Pepperoni, Italian sausage, mushrooms, green peppers, red onions, mozzarella, parmesan, and marinara.



APPENDIX **SCORES TOP PERFORMERS**

The Huli Huli Grilled Chicken from Houlihan's was the top performer with the highest overall composite score and received a handful of above average scores across all other metrics resulting in a specialty appeal viability rating.

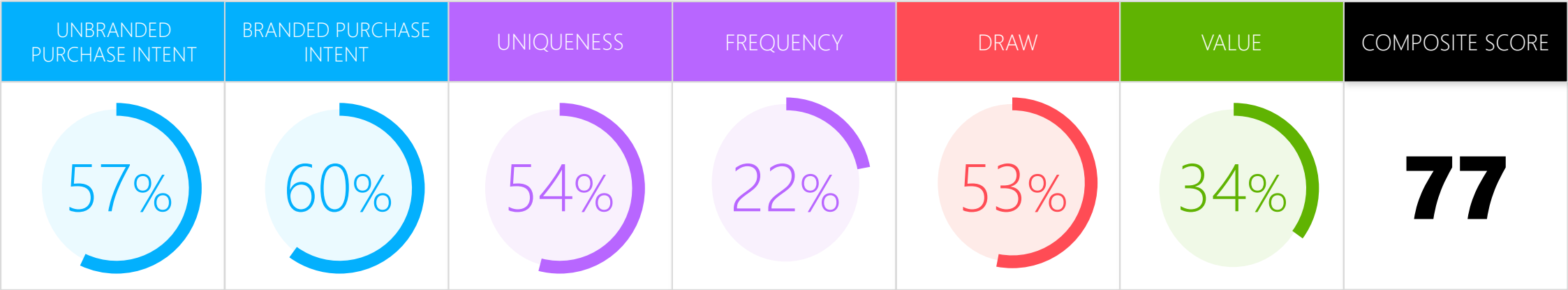
ITEM:

HULI HULI GRILLED CHICKEN

OPERATOR: Houlihan's	ITEM TYPE: Limited Time Offer	DATE: Jun 2022	PRICE: \$16.95
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DESCRIPTION:

Marinated 24 hours in our take on a traditional Hawaiian glaze, grilled to order and brushed with a tropical soy reduction, served with sautéed mushrooms, pineapple brown rice and veggie stir fry.



Overall, McCormick & Schmick's Swordfish Casino had the second highest composite score and was a top scoring item for branded and unbranded purchase intent, as well as for dish uniqueness.

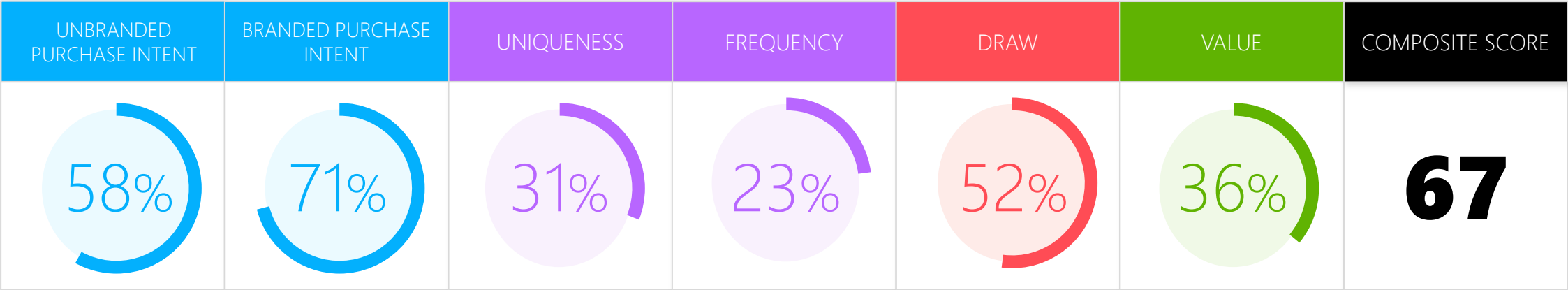
ITEM:

SWORDFISH CASINO

OPERATOR: McCormick & Schmick's	ITEM TYPE: Limited Time Offer	DATE: Apr 2022	PRICE: \$42.94
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DESCRIPTION:

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



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

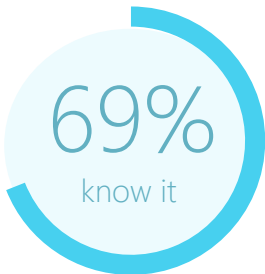
FLAVOR

Shiitake Mushrooms

MAC™ Stage



EXPERIENCE



AFFINITY



22% like it

11% neutral

4% dislike

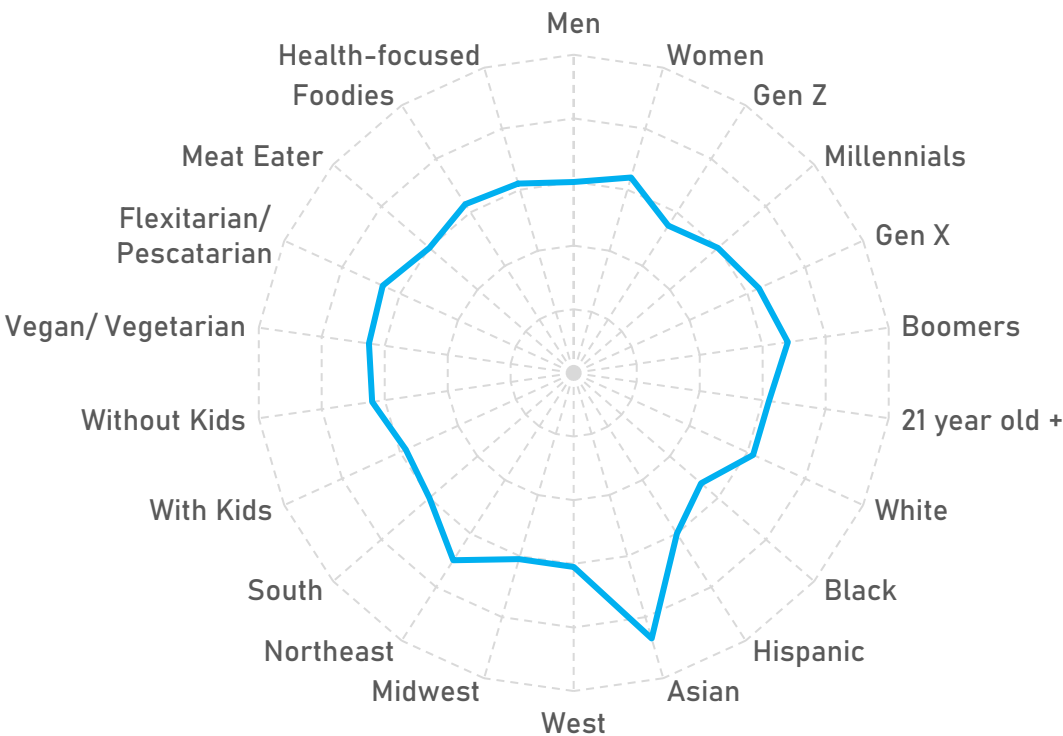
5% hate it

43% have no opinion

37%
love/like It
among those that have tried it

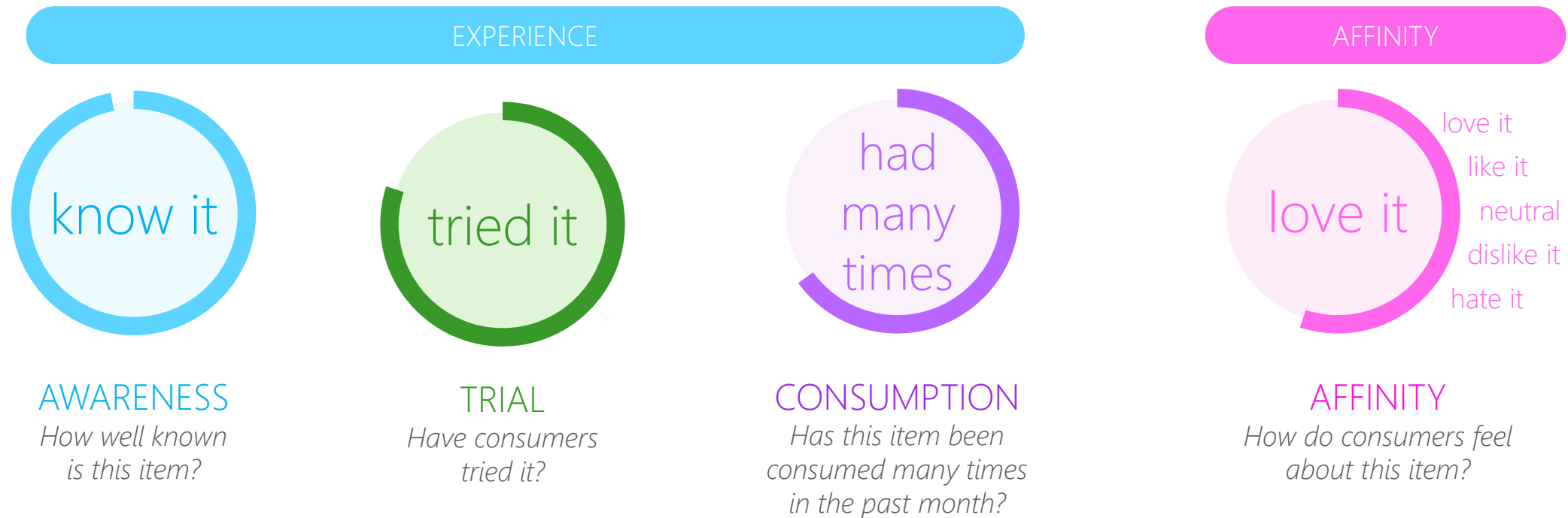
WHO REALLY LOVES IT?

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 black 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