



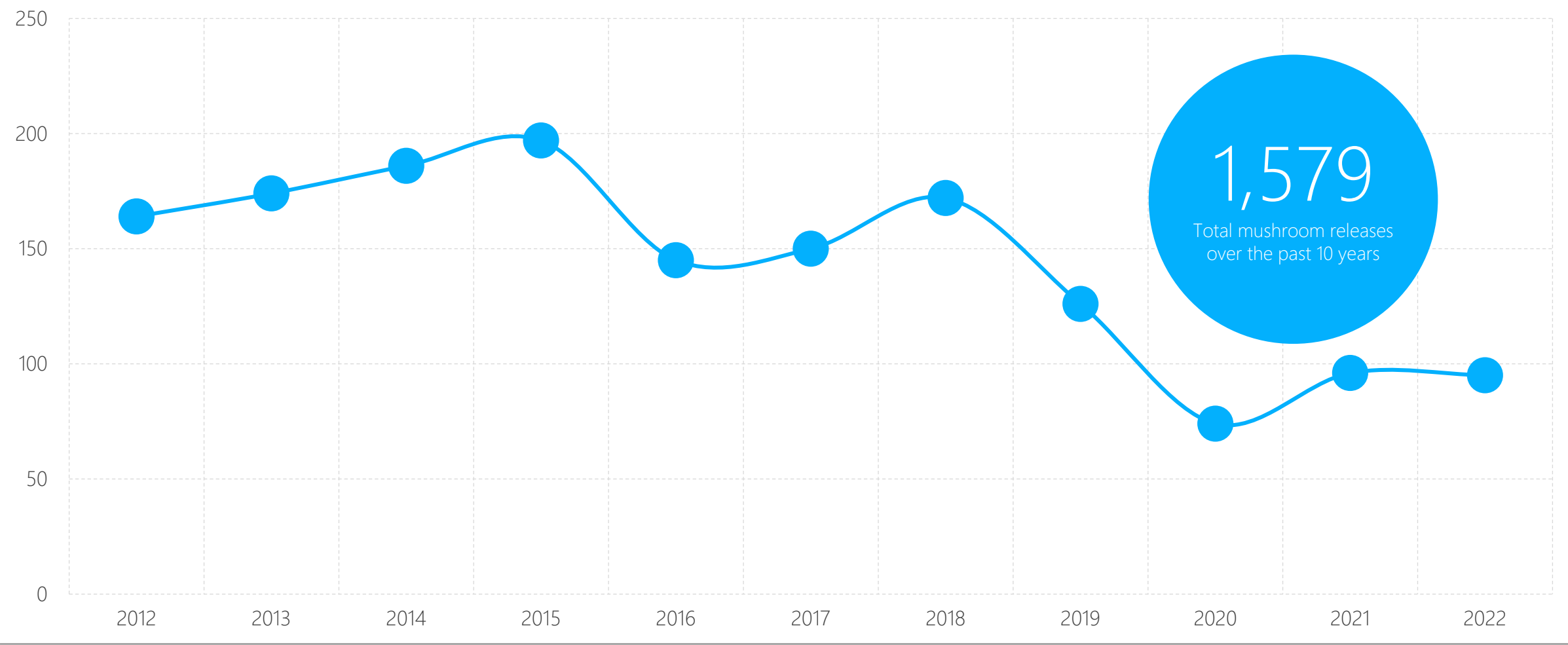
# MUSHROOM INTRODUCTIONS

Top 250 chains & c-stores | SCORES top performers | FLAVOR profile  
Q4 2022

Introductions with mushrooms saw a large period of decline approaching 2020 but have since begun to grow again.

MUSHROOM INTRODUCTIONS

# of releases





# OCTOBER

11 introductions







## Bourbon Street Mushroom Swiss Burger

Applebee's | Oct 2022

A juicy all-beef burger jazzed up with Cajun spices, black pepper sauce and our house-made garlic mayo. Topped with two slices of Swiss cheese and smothered in sautéed onions & mushrooms on a Brioche bun. Served with classic fries.



## Roasted Mushroom Ravioli

Buca Di Beppo | Oct 2022

Roasted mushroom ravioli in a creamy alfredo sauce with garlic mushrooms.



## Prime Rib & Eggs Panini

Corner Bakery | Oct 2022

Scrambled eggs, shaved Prime rib, cheddar cheese, mushrooms, onions, roasted peppers, and mayonnaise on grilled sourdough bread.

## PRIME RIB & PROVOLONE PANINI

shaved prime rib, provolone, sautéed mushroom, caramelized onion, roasted red pepper, arugula, black pepper balsamic aioli, grilled sourdough



## Prime Rib & Provolone Panini

Corner Bakery | Oct 2022

Shaved Prime rib, provolone cheese, sautéed mushroom, caramelized onion, roasted red pepper, arugula, black pepper, and balsamic aioli on grilled sourdough bread.



## Sirloin Salisbury Steak

IHOP | Oct 2022

Sirloin ground beef patty griddled and topped with sautéed mushrooms & onions and beef gravy. Served with 2 sides.



## Pumpkin Lobster Tortellini

Kona Grill | Oct 2022

Sautéed asparagus, lobster cream sauce, charred shitake mushrooms.



## Deluxe Cauliflower Pizza

Marco's Pizza | Oct 2022

Pepperoni, Italian sausage, mushrooms, green peppers, onions, our original sauce and signature three cheeses



## Garden Cauliflower Pizza

Marco's Pizza | Oct 2022

Mushrooms, black olives, onions, sliced tomatoes, our original sauce and signature three cheeses, plus feta.



## The Philly Cauliflower Pizza

Marco's Pizza | Oct 2022

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



## Newcomb Family Recipe Beef Chili

Newks Eatery | Oct 2022

Fresh ground beef and tomatoes slowly simmered with kidney beans, pinto beans, mushrooms, chili powder and a touch of sweet wine. Garnished with cheddar cheese.



## LEANguini Rosa with IMPOSSIBLE™ Chicken

Noodles & Co | Oct 2022

LEANguini noodles in spicy tomato cream sauce, mushrooms, Roma tomato and spinach, topped with Impossible™ Panko Chicken Made From Plants and parmesan cheese.





# NOVEMBER

14 introductions







## Bourbon Street Chicken & Shrimp

Applebee's | Nov 2022

Let the good times roll with Cajun-seasoned chicken and blackened shrimp in buttery garlic and parsley served sizzling on a cast iron platter with sautéed mushrooms and onions. Served with garlic mashed potatoes.



## Bourbon Street Steak

Applebee's | Nov 2022

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.



## Italiano Vegetable Penne

BJ's | Nov 2022

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



## Sal's Brewhouse Chicken

BJ's | Nov 2022

Tender chicken breasts, lemon butter sauce, sauteed mushrooms, fresh parsley, white cheddar mashed potatoes, roasted asparagus.



## Big Blue Bacon Cheeseburger

Burgerville USA | Nov 2022

Third pound grass-fed, grass-finished beef patty, topped with a blend of Rogue Creamery smokey blue cheese crumbles and cream cheese, oven-roasted mushrooms, garlic aioli and bacon.



## Classics Combination

Carrabba's | Nov 2022

Hand-breaded Calamari, Mozzarella Marinara and Four-Cheese and Sausage Stuffed Mushrooms. Served with a side of our marinara sauce.



## Philly Cheesesteak Dip

Dave & Busters | Nov 2022

Creamy cheese dip with shaved steak, green peppers, caramelized onions, mushrooms, crispy banana peppers, baked garlic ciabatta.



## Philly Cheesesteak Sandwich

Dave & Busters | Nov 2022

Grilled sliced steak, sautéed onions, cremini mushrooms, green bell peppers, cheddar cheese sauce, classic Philly roll, fries.



## Uptown Burger

Dave & Busters | Nov 2022

Seared burger patty, truffle aioli, brown-sugared pork belly, caramelized balsamic onions, sautéed cremini mushrooms, baby arugula, roasted tomatoes, Danish Bleu Cheese crumbles, with garlic parmesan truffle fries.



## Straight Up Bourbon Steak

Denny's | Nov 2022

USDA choice cut, 8 ounce seasoned sirloin steak topped with Bourbon sauce, caramelized onions, chopped bacon and mushrooms. Served with two sides and dinner bread.



## Chang's Spicy Chicken Noodle Soup

P.F. Chang's | Nov 2022

Spicy chicken broth chicken, grape tomatoes, mushrooms, scallions, cilantro, and pad Thai noodles.



## Wagyu Steak

P.F. Chang's | Nov 2022

New York strip of Australian wagyu served with seared mushrooms, caramel soy sauce and an "Asian chimichurri" sauce made with scallions, ginger, lemon, mirin, sesame seeds, and shichimi togarashi.





## Butternut Squash Soup

Seasons 52 | Nov 2022

Crispy shiitake mushrooms, chives.



## Wood-Grilled Filet Mignon

Seasons 52 | Nov 2022

Roasted mushrooms, broccolini, Yukon mash, red wine sauce.



# DECEMBER

4 introductions





## Shroom n' Swiss Whopper Melt

Burger King | Dec 2022

Shroom n' Swiss Whopper Melt features two flame-grilled Whopper Jr. patties, melty Swiss cheese, fire-roasted mushrooms, and Royal Sauce on two slices of toasted bread.



## Filet with Lobster Cream

Kona Grill | Dec 2022

Miso asparagus, charred shimeji, shitake, and portobello mushrooms, topped with lobster cream sauce.



## Holiday Feast Sampler

La Madeleine French Bakery | Dec 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.



## Miso Meati Bowl

SweetGreen | Dec 2022

Miso-marinated Meati mushroom-based protein, roasted sweet potatoes, shredded cabbage, basil, toasted almonds, warm wild rice, shredded kale, and miso sesame ginger dressing.









# APPENDIX **SCORES TOP PERFORMERS**

# TOP PERFORMING MUSHROOM LTOs

Top performing introductions with mushroom are protein focused dishes with mushroom add-ins to create new, interesting flavor combinations and textures.

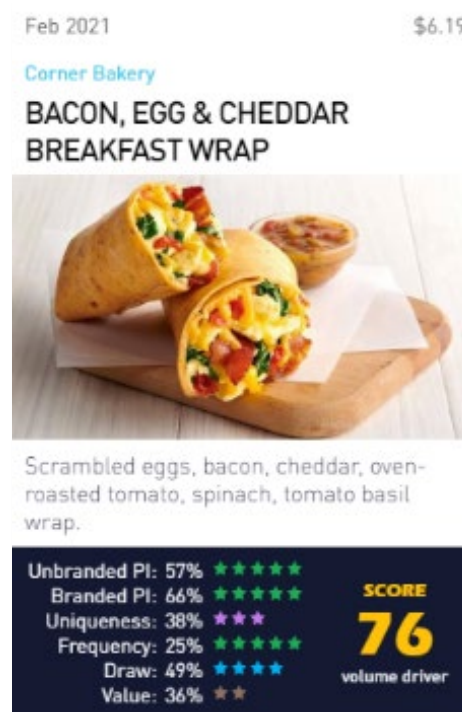
<p>Nov 2022 \$19.99</p> <p>Applebee's</p> <p><b>BOURBON STREET STEAK</b></p>  <p>Big flavor from New Orleans. A grilled 8 oz. USDA Select Top Sirloin* is jazzed up with Cajun spices and garlic butter served sizzling on a cast iron platter with sautéed mushrooms and onions. Served with garlic mashed potatoes.</p> <p>Unbranded PI: 65% ★★★★★          Branded PI: 63% ★★★★★          Uniqueness: 40% ★★★          Frequency: 19% ★★★          Draw: 61% ★★★★★          Value: 39% ★★★</p> <p><b>SCORE 82</b> superstar</p>	<p>Nov 2022 \$16.99</p> <p>Applebee's</p> <p><b>BOURBON STREET CHICKEN &amp; SHRIMP</b></p>  <p>Let the good times roll with Cajun-seasoned chicken and blackened shrimp in buttery garlic and parsley served sizzling on a cast iron platter with sautéed mushrooms and onions. Served with garlic mashed potatoes.</p> <p>Unbranded PI: 63% ★★★★★          Branded PI: 57% ★★★★★          Uniqueness: 48% ★★★          Frequency: 18% ★★          Draw: 55% ★★★★★          Value: 36% ★★★</p> <p><b>SCORE 76</b> consider</p>	<p>Oct 2022 \$8.99</p> <p>Corner Bakery</p> <p><b>PRIME RIB &amp; EGGS PANINI</b></p>  <p>Scrambled eggs, shaved Prime rib, cheddar cheese, mushrooms, onions, roasted peppers, and mayonnaise on grilled sourdough bread.</p> <p>Unbranded PI: 52% ★★★          Branded PI: 62% ★★★          Uniqueness: 58% ★★★★★          Frequency: 19% ★★★          Draw: 49% ★★★          Value: 39% ★★★</p> <p><b>SCORE 68</b> specialty appeal</p>	<p>Oct 2022 \$11.99</p> <p>Corner Bakery</p> <p><b>PRIME RIB &amp; PROVOLONE PANINI</b></p>  <p>Shaved Prime rib, provolone cheese, sautéed mushroom, caramelized onion, roasted red pepper, arugula, black pepper, and balsamic aioli on grilled sourdough bread.</p> <p>Unbranded PI: 56% ★★★★★          Branded PI: 62% ★★★          Uniqueness: 45% ★★★          Frequency: 17% ★          Draw: 49% ★★★          Value: 35% ★★</p> <p><b>SCORE 68</b> consider</p>
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# 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:

- PURCHASE INTENT- would you order this item?
- BRANDED PURCHASE INTENT- would you order it at this place?
- UNIQUENESS - is it new and different?
- FREQUENCY- how often would you have it?
- DRAW- would you go there just for this item?
- VALUE- Is it a good value at this price?
- DINING PREFERENCE- dine in, pick up, or delivery?

SCORES provides you a platform to test new concepts before they are launched to gauge consumer appeal/interest. The concepts are housed within a concept locker, which can only be accessed by your organization.



**COMPOSITE SCORE:** a single number to assess overall performance across all key metrics; higher SCORES are better

**VIABILITY RATING:** a designation to provide an idea of expected gains from the introduction of the item. It is used in conjunction with the composite score.

**SUPER STAR:** exceptional performance with broad appeal and strong uniqueness

**VOLUME DRIVER:** strong interest driven by product appeal and/or price, but not necessarily unique

**SPECIALTY APPEAL:** strong uniqueness but lacks broad appeal; may help target specific audiences

**CONSIDER:** moderate appeal; may benefit from further refinement

**LOW POTENTIAL:** underperformer overall

**STAR RATINGS:** provide an at-a-glance summary of an item's performance in each key area

- ★★★★★ Top Performer (>90<sup>th</sup> percentile)
- ★★★★ Above Average (70 to 90<sup>th</sup> percentile)
- ★★★ Average (30 to 70<sup>th</sup> percentile)
- ★★ Below Average (10 to 30<sup>th</sup> percentile)
- ★ Weak Performer (<10<sup>th</sup> percentile)



A hand holding dark wooden chopsticks lifts a portion of bright yellow, thin noodles from a dark, reflective bowl. Wisps of white steam rise from the noodles, indicating they are hot. The background is dark, and the scene is lit from the side, creating a dramatic effect. The bowl sits on a light-colored wooden surface.

# 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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