



# MUSHROOM INTRODUCTIONS

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

Q1 2023



# MARCH

5 introductions







## Fried Mushroom Buford

Checkers and Rally's | March 2023

Fried Mushroom Buford includes two large 100% hand-seasoned beef patties topped with melty Swiss cheese, crispy battered fried mushrooms, mushroom sauce, and caramelized onions served on a toasted bakery-style bun.



## Fried Mushrooms

Checkers and Rally's | March 2023

Fried Mushrooms feature battered and seasoned fried baby portabella mushrooms served with your choice of dipping sauce on the side.



## Alice Springs Sirloin

Outback | March 2023

Inspired by one of our most popular dishes: Alice Springs Chicken. We asked ourselves, "What else can we 'Alice Springs?'" We took our most popular steak, the Outback Center-Cut Sirloin, and topped it with our Alice Springs topping of sauteed mushrooms, bacon, honey mustard and Monterey Jack and Cheddar cheeses. Alice Springs is the largest town near Uluru, one of the 7 wonders in Australia. Our Alice Springs topping just might be the 8th!



## Toowoomba Pasta

Outback | March 2023

Inspired by the bold, Creole flavors of Outback! Fettuccine is tossed with our famous Toowoomba topping (grilled shrimp, scallions, mushrooms) all in a tomato cream sauce, and sprinkled with Parmesan cheese.



## Sicilian Sandwich

Potbelly | March 2023

Crumbled meatballs, marinara, salami, old-world capicola, pepperoni, mortadella, mushrooms, provolone.



# FEBRUARY

7 introductions





## Grilled Chicken Bowl

Beef O Bradys | Feb 2023

Grilled chicken peppers onions mushrooms broccoli and chopped tomatoes over seasoned rice. Topped with cheddar jack cheese and creamy Poblano sauce.



## Braised Short Ribs and Ravioli

Ninety Nine Restaurant and Pub | Feb 2023

Tender and juicy boneless braised short ribs in a robust red wine sauce with caramelized onions and mushrooms baked with four cheese raviolis and warm Rustic Bread.



## Steak and Peppers Skillet

Perkins | Feb 2023

USDA steak tips with tender red bell peppers grilled red onions mushrooms and a rich beef gravy served over breakfast potatoes.





## Cheesy Bacon Truffle Fries

Red Robin | Feb 2023

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



## Tycoon Burger

Red Robin | Feb 2023

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.



## White Truffle 'Shroom Burger

Shake Shack | Feb 2023

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



## Truffle Mushroom Swiss Plant-Based Burger

Smashburger | Feb 2023

Breaded and fried portobello mushroom filled with Muenster and cheddar cheeses, topped with truffle sauce and shredded lettuce on a toasted potato bun.





# JANUARY

8 introductions





## Howie Special Bowl

Hungry Howie's | Jan 2023

Crustless pizza with pepperoni, ham, mushrooms, green peppers and onions, baked with our original pizza sauce and 100 percent mozzarella cheese.



## Vegan Greek Salad

Mellow Mushroom | Jan 2023

Romaine and iceberg lettuce tossed with shredded carrots and red cabbage. Topped with sweet onions, cucumbers, green peppers, mushrooms, Roma tomatoes, pepperoncini's, banana peppers, Kalamata olives. We've taken the cheese out.



## Vegan Tempeh Hoagie

Mellow Mushroom | Jan 2023

Tempeh layered on top of lettuce, Roma tomatoes, and melted Follow Your Heart Dairy Free Cheese. Finished with grilled onions, mushrooms and green peppers.



## Vegan Veg-Out Pizza

Mellow Mushroom | Jan 2023

This pie starts with Mellow red sauce layered with Follow Your Heart Dairy Free Cheese, spinach, green peppers, sliced mushrooms, sweet onions, black olives and Roma tomatoes. We have removed the butter and Parmesan finish.



## Super Shroom Pizza

Mod Pizza | Jan 2023

Mushroom pesto, mozzarella, mushrooms, mild sausage, rosemary, spinach.



## Super Shroom Salad

Mod Pizza | Jan 2023

Spinach and spring lettuce mix topped with fresh mushrooms, balsamic vinegar marinated mushrooms, crumbled bacon, grilled chicken, roasted red peppers, roasted corn, and a balsamic vinaigrette drizzle.





## Mushroom Bisque

Seasons 52 | Jan 2023

Sour cream, chives.



## Melissa Wood Health Salad

Sweetgreen | Jan 2023

Arugula and kale topped with chickpeas, carrots, cabbage, onions, broccoli, warm portobello mushroom mix, avocado, chile flakes, pesto dressing and a squeeze of lemon juice, part of a cross-promotion with health and wellness coach Melissa Wood-Tepperberg.



**SCORES TOP PERFORMERS**


# TOP PERFORMING MUSHROOM LTOs

Top performing mushroom introductions showcase the versatility of this ingredient in terms of application, taking the forms of a fried app, a topping on protein focused dishes, and a flavor enhancing sauce.

Mar 2023 \$2.99

Checkers And Rally's

FRIED MUSHROOMS



Fried Mushrooms feature battered and seasoned fried baby portabella mushrooms served with your choice of dipping sauce on the side.

Unbranded PI: 54% ★★★★★  
Branded PI: 50% ★★  
Uniqueness: 42% ★★★  
Frequency: 22% ★★★★★  
Draw: 51% ★★★★★  
Value: 60% ★★★★★

**SCORE**  
**68**  
consider

Mar 2023 \$20.99

Outback

ALICE SPRINGS SIRLOIN



Inspired by one of our most popular dishes: Alice Springs Chicken. We asked ourselves, "What else can we 'Alice Springs?'" We took our most popular steak, the Outback Center-Cut Sirloin, and topped it with our Alice Springs topping of sauteed mushrooms, bacon, honey mustard and Monterey Jack and Cheddar cheeses. Alice Springs is the largest town near Uluru, one of the 7 wonders in Australia. Our Alice Springs topping just might be the 8th!


Unbranded PI: 58% ★★★★★  
Branded PI: 56% ★★★★★  
Uniqueness: 48% ★★★★★  
Frequency: 22% ★★★★★  
Draw: 57% ★★★★★  
Value: 30% ★★

**SCORE**  
**68**  
specialty appeal

Feb 2023 \$8.49

Red Robin

CHEESY BACON TRUFFLE FRIES



Steak Fries topped with five cheese sauce shredded Parmesan diced tomatoes bacon crumbles and a drizzle of mushroom & truffle aioli.


Unbranded PI: 54% ★★★★★  
Branded PI: 45% ★★★  
Uniqueness: 53% ★★★★★  
Frequency: 19% ★★★  
Draw: 48% ★★★  
Value: 39% ★★★

**SCORE**  
**55**  
specialty appeal

Feb 2023 \$16.29

Perkins

STEAK AND PEPPERS SKILLET



USDA steak tips with tender red bell peppers grilled red onions mushrooms and a rich beef gravy served over breakfast potatoes.

Unbranded PI: 59% ★★★★★  
Branded PI: 53% ★★★  
Uniqueness: 37% ★★★  
Frequency: 20% ★★★  
Draw: 48% ★★★  
Value: 32% ★★★

**SCORE**  
**51**  
consider

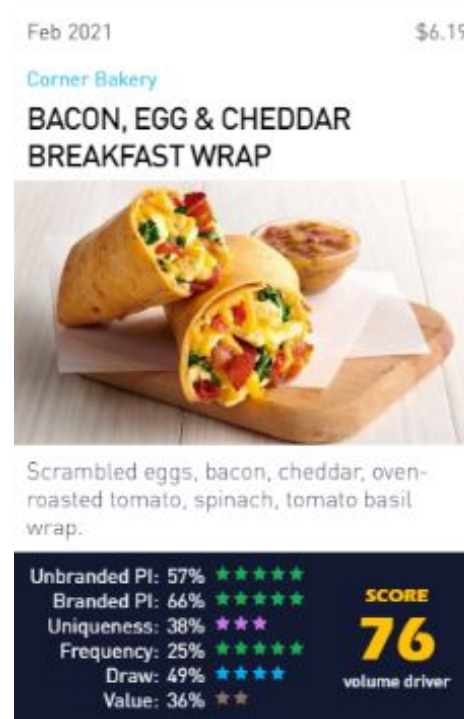


# SCORES METRICS

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 is lifting a forkful of steaming spaghetti from a dark bowl. The spaghetti is yellow and appears to be coated in a sauce. Steam is rising from the bowl, indicating the food is hot. The background is dark, and the lighting highlights the texture of the spaghetti 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.

DATASSENTIAL