

A dark wooden cutting board with several white, trumpet-shaped mushrooms scattered on it. The mushrooms have a smooth, slightly curved shape with a flared rim and a small stem. The background is a dark, textured wood surface.

Specialty Mushrooms in Foodservice

Summer 2023 Trends

Mushrooms Trending

Media continue to report that the mushroom trend continues trending on our plates and in our lives.



5 Reasons to Eat More Mushrooms

Mushrooms are trending, both inside and outside of the food world. Read more about the reasons you should eat mushrooms and how to cook with this versatile food.

By [Janet Helm, MS, RDN](#) | Feb. 2, 2023, at 7:00 a.m.

The logo for catersource, with the word "catersource" in a bold, lowercase, maroon sans-serif font, followed by a registered trademark symbol (®).

RECIPES

Recipe Friday: Mush Ado About Nothing, a 2023 Food Trend

The logo for The Packer, featuring a green square icon with a white stylized 'P' followed by the text "THE PACKER" in a bold, black, uppercase sans-serif font.

RETAIL

What's so magical about (edible, culinary) mushrooms?

The logo for The New York Times, with the text "The New York Times" in a black, serif font.

These Mushrooms Are Not for Eating

As mushrooms become more prominent in nearly all spheres of modern life — including wellness, pop culture and cuisine — they're also becoming sought-after motifs in interior design.

Mushrooms on Menus

Inspired by the Earth Month Media Dinner, Nation's Restaurant News wrote an extended article on chefs turning to mushrooms for sustainable menuing.

*Nation's
Restaurant News*

Mushrooms trend as a meat alternative on restaurant menus

Their meaty appeal and health halo resonate with consumers

Mushrooms 201

Media continue moving beyond the basics to focus on techniques and varieties to help home cooks think about mushrooms in new and interesting ways.

Better Homes & Gardens

Can You Freeze Mushrooms?

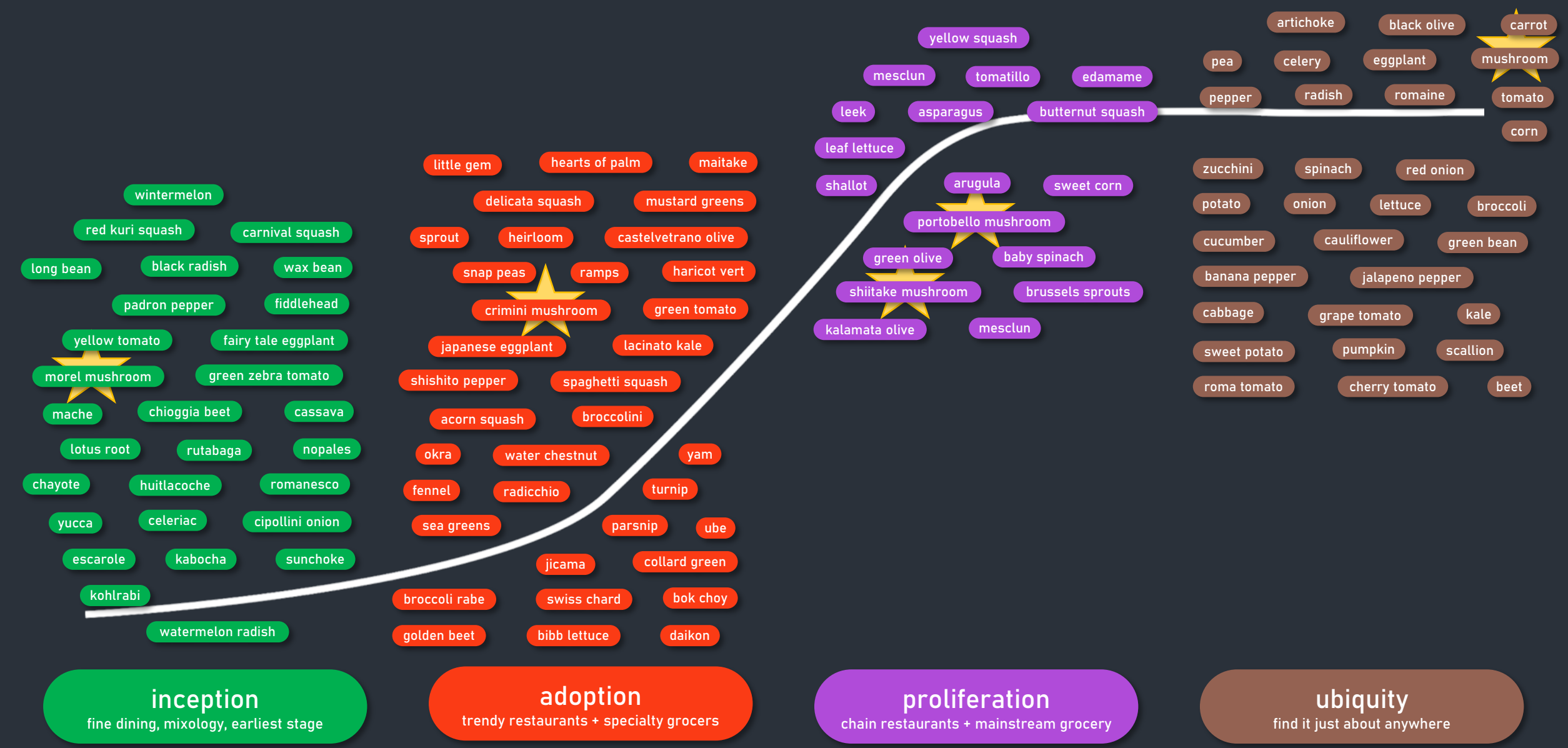
REAL SIMPLE

HEALTH > NUTRITION & DIET

The Science Behind Lion's Mane Mushroom Benefits—From Heart Health to Gut Health

Are lion's mane mushrooms healthy or overhyped? Let's dig into the research.

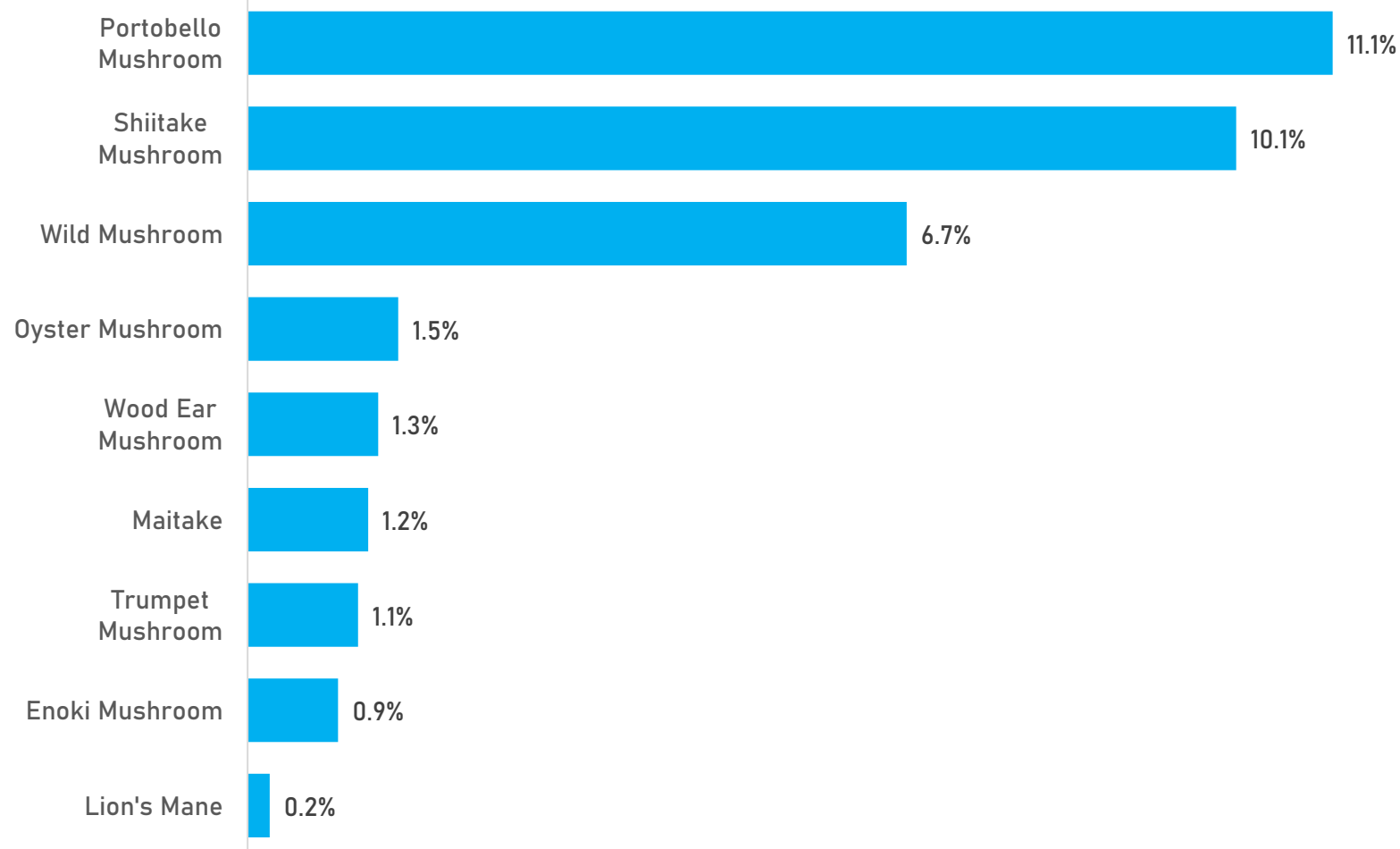
VEGETABLES



MOST POPULAR ON MENUS

MENU PENETRATION

% of US restaurant menus
that feature

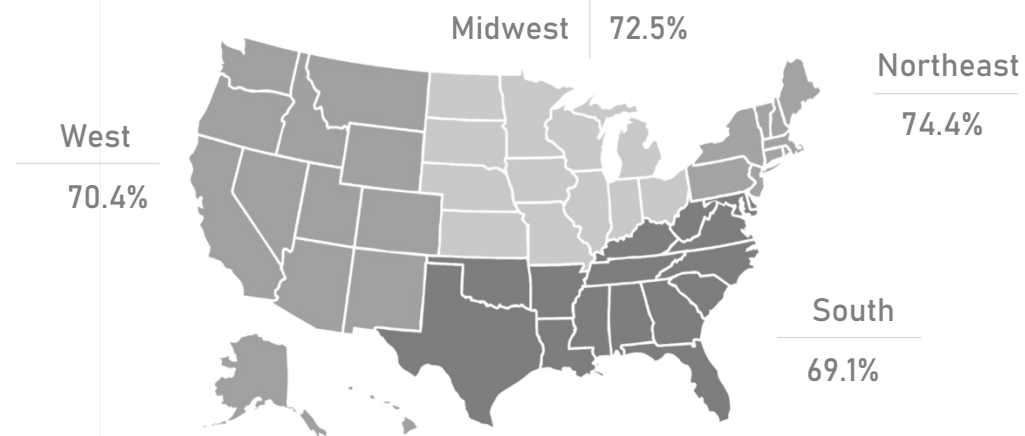
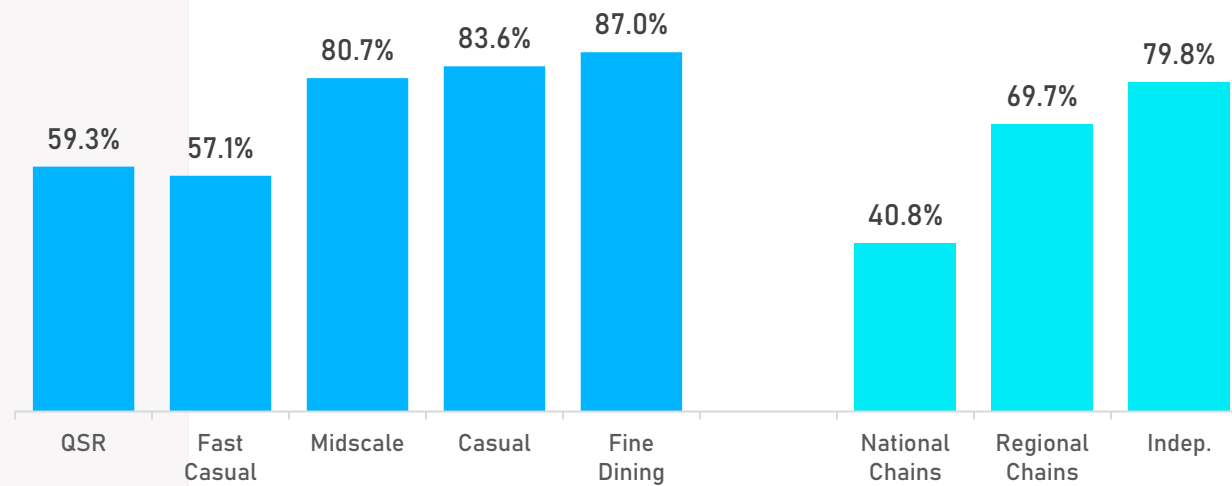


	Menu Penetration	12-Month Trend	4-Year Trend
Portobello Mushroom	11.1%	-6%	-24%
Shiitake Mushroom	10.1%	-2%	-17%
Wild Mushroom	6.7%	-3%	-21%
Oyster Mushroom	1.5%	+1%	-13%
Wood Ear Mushroom	1.3%	-6%	-6%
Maitake	1.2%	-21%	-33%
Trumpet Mushroom	1.1%	+17%	+2%
Enoki Mushroom	0.9%	+7%	+18%
Lion's Mane	0.2%	+10%	+175%



BY RESTAURANT TYPE

% of US restaurant menus that feature



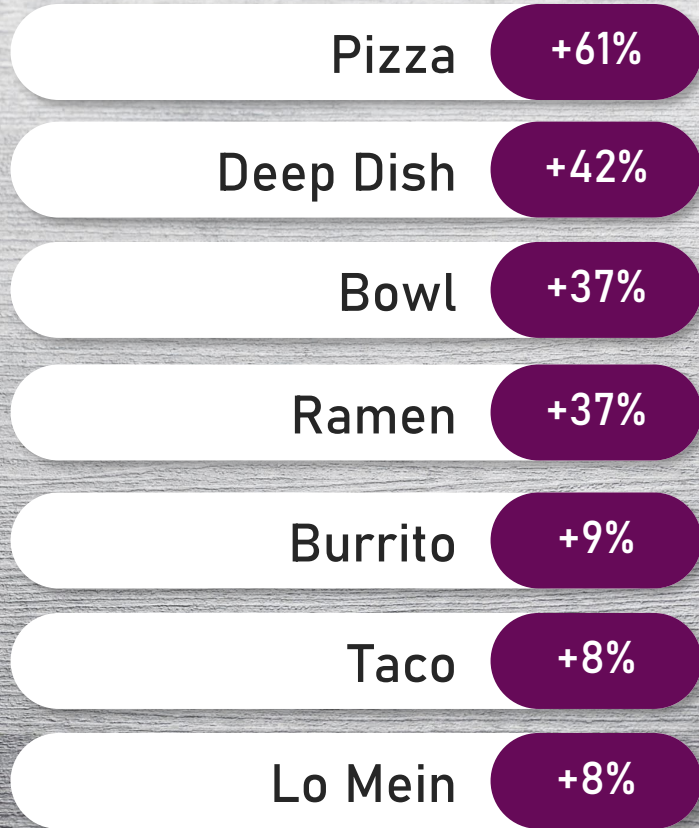
Specialty mushroom dishes often command higher prices

SEGMENTS							YE Q1 2023	\$ change		% change	
Keyword	MAC Stage	QSR	Fast Casual	Midscale	Casual Dining	Fine Dining	Total	12-Mo Trend	4-Yr Trend	12-Mo Trend	4-Yr Trend
Maitake	Adoption	-	\$ 1.00	-	\$ 19.00	\$ 25.00	\$ 22.00	+\$ 2.00	+\$ 4.00	+10%	+22%
Wild Mushroom	Adoption	\$ 15.00	\$ 9.95	\$ 16.75	\$ 18.95	\$ 23.00	\$ 18.50	+\$ 0.50	+\$ 1.26	+3%	+7%
Oyster Mushroom	Adoption	\$ 8.00	\$ 14.69	\$ 17.95	\$ 17.00	\$ 22.95	\$ 17.95	+\$ 1.00	+\$ 2.70	+6%	+18%
Trumpet Mushroom	Adoption	\$ 11.00	\$ 4.50	\$ 13.00	\$ 18.95	\$ 19.00	\$ 16.00	+\$ 0.05	+\$ 0.00	+0%	0%
Enoki Mushroom	Inception	\$ 15.00	\$ 15.59	\$ 14.00	\$ 18.00	\$ 21.00	\$ 15.59	+\$ 1.94	+\$ 3.35	+14%	+27%
Shiitake Mushroom	Proliferation	\$ 10.95	\$ 11.44	\$ 13.99	\$ 15.00	\$ 20.00	\$ 14.90	+\$ 1.90	+\$ 2.91	+15%	+24%
Wood Ear Mushroom	Adoption	\$ 14.95	\$ 10.00	\$ 13.00	\$ 14.95	-	\$ 14.25	+\$ 2.30	+\$ 3.30	+19%	+30%
Portobello Mushroom	Proliferation	\$ 9.95	\$ 10.99	\$ 13.00	\$ 14.99	\$ 17.50	\$ 12.99	+\$ 0.99	+\$ 2.00	+8%	+18%
Median Price		\$ 6.99	\$ 6.99	\$ 9.25	\$ 11.00	\$ 24.00	\$ 10.00				





TOP TRENDING MUSHROOM DISHES



4-year penetration
% change



Top Menu Item opportunities

APPLICATIONS

The following items are the top growing by penetration based on Datassential data:

- Birria
- Hot chicken (any format)
- Mushroom toast
- Elote
- Loaded tots
- Egg fried rice
- Pad thai
- Taco salads
- Loaded fries
- Egg rolls
- Cacio e pepe
- Breakfast bowls
- Shawarma
- Korean BBQ
- Nacho bars
- Breakfast quesadilla
- Kung pao
- Street-style tacos
- Breakfast burritos
- Arancine
- Gyoza
- Rice-based bowls





Growth Opportunities for Mushrooms

| THEMES

- **Flexitarian blends** continue to be of interest – in and out of the burger category
- **Mushroom-based** versions of popular items from shawarma to katsu
- **Breakfast** is coming back with a wider range of cuisine influences, new formats, ingredients
- **Health and Wellness** continues to be a driver, with functionality now a fundamental element of better-for-you behavior



Mushroom Growth Opportunities

CONSUMER DRIVERS: EXPERIENCES

- **Convenience-based meal options** are increasingly going plant-based/plant-forward
- **Elevated kids meals** including kid-friendly plant-based/plant forward options
- Mushrooms ultimate flavor lifter in every **Global Cuisine and Modern American classics**



Flavor & the Menu

Feature Article



5 Super 'Shroom Trends to Watch

Leverage the power of mushrooms with flavor-forward menu ideas

The 'shroom boom continues! Consumers can't seem to get enough of this superfood ingredient. Fresh mushrooms meet the demands of several important modern values thanks to their nutritional profile, immunity-boosting qualities, and their role as a natural, plant-based protein. Mushrooms also tell a sound climate friendly story—as researchers have declared them one of the nation's most sustainably produced foods.

For menu developers, mushrooms are magic—offering umami-rich flavor, meaty texture and menu versatility. “Fresh mushrooms are the natural plant-based center-of-the-plate star,” says Pam Smith, RDN, the Co-Chair of The Culinary Institute of America's Healthy Menus Collaborative and foodservice strategist for the Mushroom Council. “Playing a key role in every world cuisine, chefs turn to mushrooms to fortify builds. They are the ultimate flavor lifter. ‘Shroom-ability’ makes dishes more craveable, more digestible and more forgivable.”



**SANDWICHING TRENDS IN
PLANT-FORWARD HANDHELDS**



TREND #1

Blend 2.0: Extend the Blend



TREND #2.
Whole “Muscle” Mushrooms

TREND #3: Mushroom Handhelds





TREND #4:
Everything Pizza!

TREND #5: **Breakfast/Brunch**



Mushrooms in the Plant-Forward Kitchen



Intro to Mushrooms in the Plant-Forward Kitchen



Vegetarian Mushroom Bánh Mì



Grilled Mushroom Bibimbap



Mushroom Cauliflower Bolognese



Mushroom Katsu



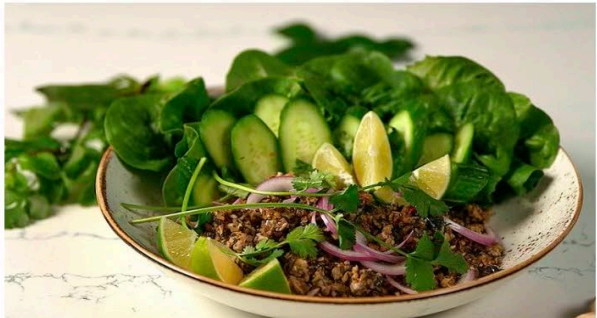
Turkey and Mushroom Kebabs



Mushroom Kibbeh



Mushroom Kimchi Fried Rice



Mushroom and Chicken Larb



Pork and Mushroom Mango Tofu



Mushroom & Lamb Meatballs with Curry



Portabella Mushroom Shakshuka



Muenster Stuffed Veal And Mushroom Burger

A homemade burger in 20 minutes flat is possible when you're making this Muenster Stuffed Veal and Mushroom Burger. Simply blend tasty ingredients like ground veal, chopped white button mushrooms, and breadcrumbs to make your patties, grill those burgers to perfection, and serve on toasted ciabatta rolls topped with a delectable steak-sauce topping.



Sautéed Rainbow Trout Filet with Spinach, Oysters, Shiitakes and Tasso

Rainbow trout paired with sautéed spinach, fresh oyster and shiitake mushrooms and tasso.



Quick Chicken and Mushroom Indian Curry

Chicken and mushrooms combine with Indian Curry spices in this quick dinner recipe.

Foodservice Recipes



Barbecue Pulled Mushroom Slider with Blueberry and Cabbage Slaw

Recipe courtesy of The Culinary Institute of America With Th



King Oyster Mushroom Cioppino

Cioppino is one of the most famous American culinary inventions.



Mushroom and Beef Tacos with Salsa and Cotija Cheese

Mushroom Blend recipe courtesy of the Culinary Institute of America and

THE MUSHROOM COUNCIL'S LIBRARY



2022 MUSHROOM COUNCIL RECAP



KITTCH + MUSHROOM COUNCIL



KING TRUMPET DAN DAN "NOODLES"



fresh MUSHROOMS

MEI LIN + MUSHROOM COUNCIL



SEARED ROYAL TRUMPET BANH MI WITH WHITE BUTTON PÂTÉ



CHAD ROSENTHAL + MUSHROOM COUNCIL



PAN-ROASTED FANCY MUSHROOMS WITH GOLDEN...



SARAH GRUENEBERG + MUSHROOM COUNCIL



OYSTER MUSHROOM & MUSSEL MAZEMEN



fresh MUSHROOMS

KIKI ARANITA + MUSHROOM COUNCIL



RAMEN: SHIITAKE AND OYSTER MUSHROOMS



SPIKE MENDELSON + MUSHROOM COUNCIL



Subscribe

Help keep Salon independent

Newsletter



NEWS & POLITICS

CULTURE

FOOD

salon

SCIENCE & HEALTH

LIFE STORIES

VIDEO

Search...



6 cocktail trends we're thirsty for in 2023

From sparkling refreshers to dive-bar favorites, here are some of Food52's staff's top drink picks for the year

By **EMILY ZIEMSKI**

PUBLISHED JANUARY 28, 2023 4:29PM (EST)





Video tour of the website

