



MUSHROOM INTRODUCTIONS

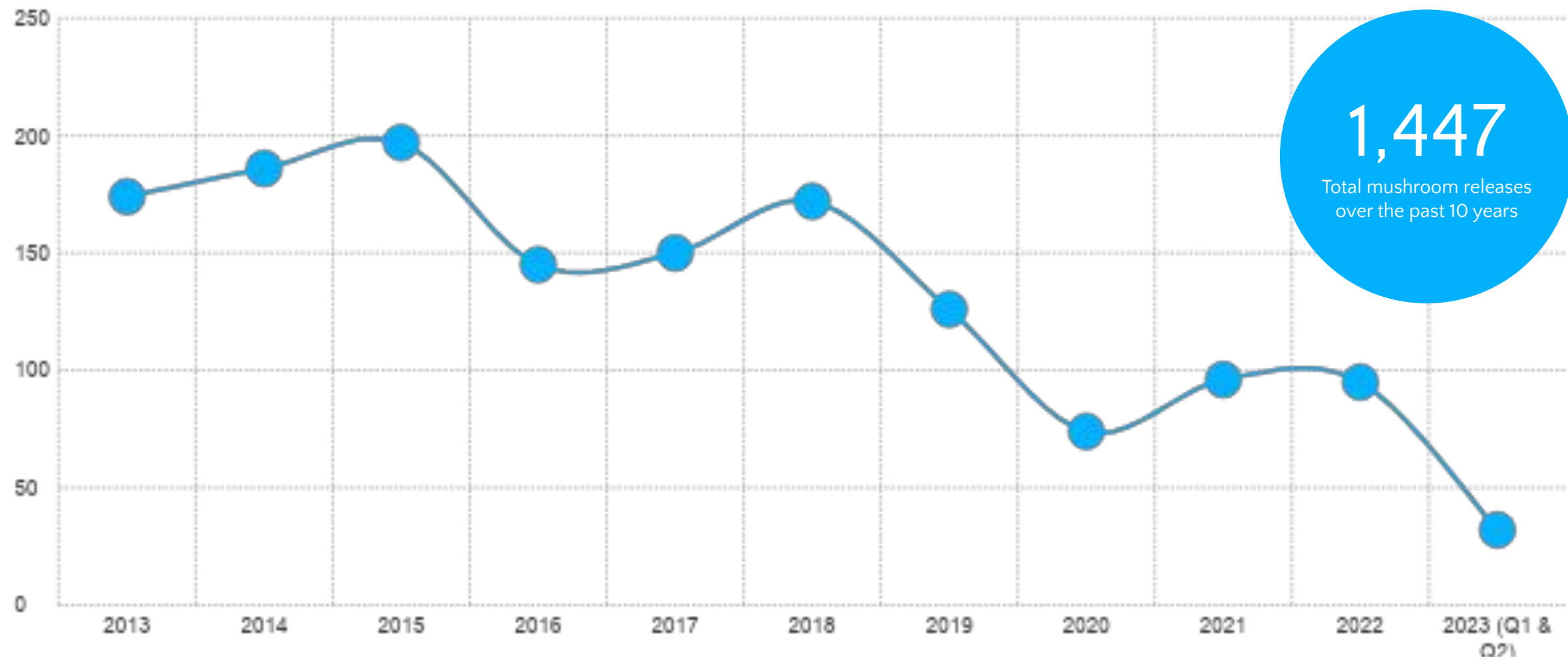
Top 250 chains & c-stores | SCORES top performers | FLAVOR profile

Q2 2023

Mushroom introductions gradually decreased through 2020, but then experienced a brief resurgence in 2021 and 2022.

MUSHROOM INTRODUCTIONS

of releases



INSIDER 2023, INTRODUCTIONS: # of mushroom introductions among top chains
*Note: The count of mushroom introductions for 2023 only represents the first half of 2023.



APRIL

3 introductions





Pesto Veggie Egg White Omelette

IHOP | April 2023

Cage-free egg white omelet with sautéed mushrooms, roasted cherry tomatoes, nut-free pesto and avocado. Served with seasonal fresh fruit.



Pesto Veggie Eggs Benedict

IHOP | April 2023

Sautéed spinach, mushrooms, roasted cherry tomatoes, nut-free pesto, poached eggs and hollandaise on an English muffin.



Mushroom Swiss Smashed Burger

Ruby Tuesday | April 2023

Two Choice beef smashed patties with Swiss cheese, roasted baby 'bella mushrooms, Ceasar dressing, shredded lettuce, and onion. Served with fries or tots.



MAY

5 introductions





Prosciutto Stuffed Mushrooms

Buca Di Beppo | May 2023

Cream cheese, prosciutto, sage, breadcrumb stuffed mushrooms on a bed of pesto cream sauce.



Japanese Pan Noodles

Noodles & Co | May 2023

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



Pesto Cavatappi

Noodles & Co | May 2023

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



The Swisshroom Burger

O'Charley's | May 2023

Two thin 7-ounce burger patties topped with sautéed mushroom, onions, and melted Swiss cheese over bacon on a bun.



Veggie Shack

Shake Shack | May 2023

A patty made of a proprietary blend of vegetables and grains including carrots, mushrooms, onions, quinoa, and farro, seared and served with American cheese, pickles, onion rings, and Shack Sauce on a toasted potato roll.



JUNE

4 introductions





Crab and Shrimp Florentine

Carrabba's | June 2023

Linguine with spinach, mushrooms, diced tomatoes, basil, jumbo lump crab meat and shrimp, tossed in our lemon butter sauce.



Beef Tips Jr.

Cotton Patch Café | June 2023

Seared choice beef steak tips, over our scratch-made garlic mashed potatoes, smothered in brown gravy, sautéed mushrooms, and diced onions, topped with shredded cheddar cheese and chopped green onions.



Ranch Veggie Pizza

Jets Pizza | June 2023

Try an AI generated pizza combination! Jet's has embraced the use of Artificial Intelligence to develop the limited time Ranch Veggie Pizza! Topped with Ranch sauce, premium mozzarella, feta, mushrooms, onions, green peppers, black olives and tomatoes.



Chicken Prosciutto Tortellini with Smoked Gouda

Noodles and Co | June 2023

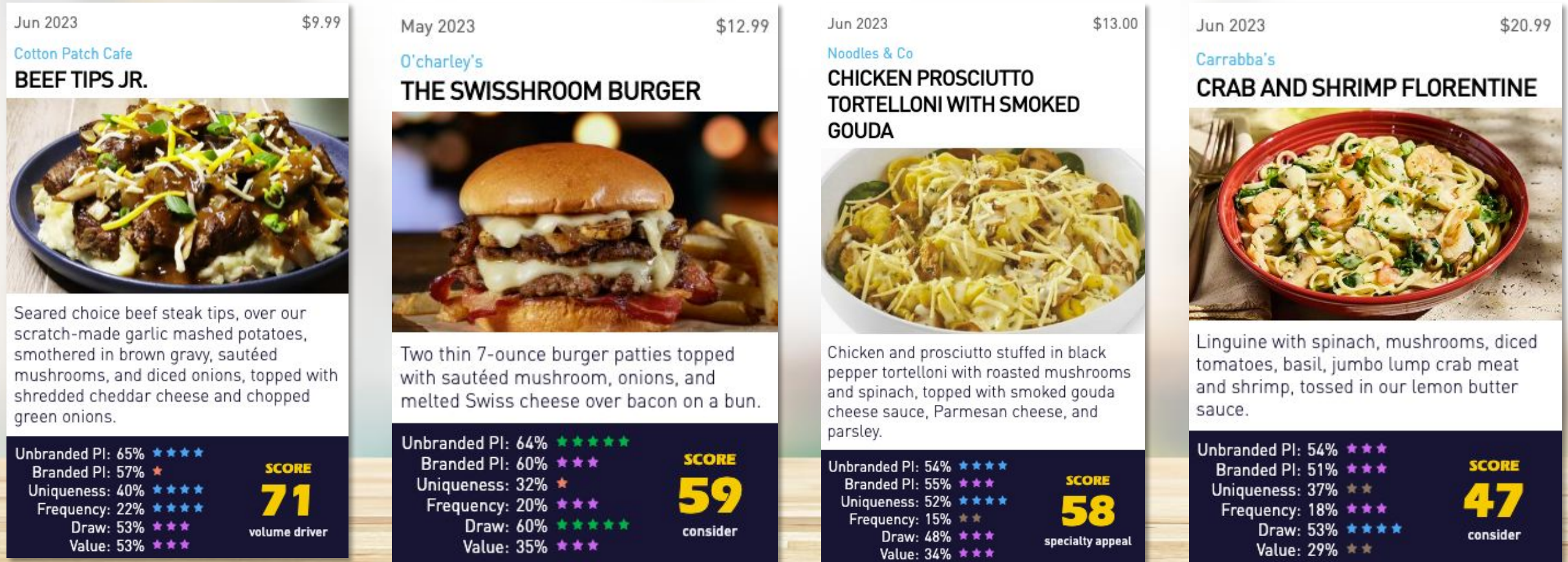
Chicken and prosciutto stuffed in black pepper tortelloni with roasted mushrooms and spinach, topped with smoked gouda cheese sauce, Parmesan cheese, and parsley.



SCORES TOP PERFORMERS

TOP PERFORMING MUSHROOM LTOs

The top performing mushroom LTOs from the second quarter of 2023 span a wide variety of formats, indicating the versatility of mushrooms across entrée types and as a paired flavor. Mushrooms were featured in a beef tips bowl, a burger, and two pasta dishes, in which it paired with both chicken and seafood.



metrics

Track, analyze, and report on several thousand LTOs each year. Each month, INSIDER captures new items, returning items, LTOs, and even test market items. Chain websites, social media outlets, trade publications, and email promotions are monitored to capture every item release by top chains and more!



Coverage

Chains & Retailers Tracked

- US Chain Restaurants (n=263)
- C-Stores (28)
- Grocery Deli (n=41)
- Canadian Chains (n=57)
- Meal Kits (n=31)

Capabilities

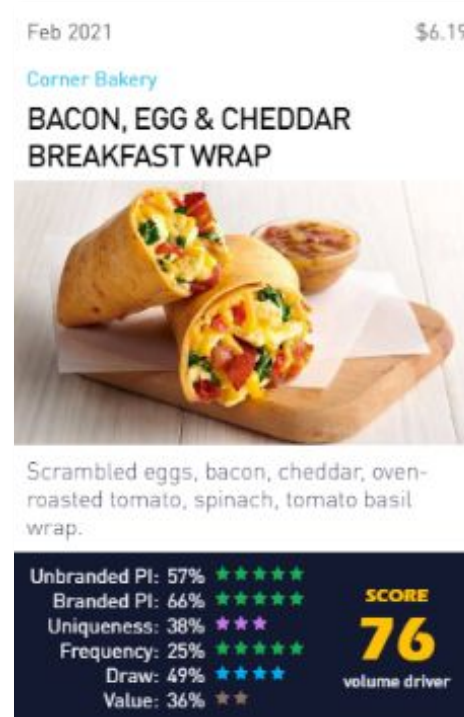
- Search over 170,000 item releases with full descriptions and pricing
- Visualize it with pictures of thousands of new items and LTOs each year
- Customize monthly alerts for the chains and food categories you care about
- Analyze major chains and menu categories with instant presentations

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



FOOD WITH A STORY™

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