



MUSHROOM INTRODUCTIONS

Top 250 chains & c-stores | SCORES top performers | FLAVOR profile
Q3 2023



JULY

2 introductions





Four-N-One Pizza

Little Caesars | July 2023

A large pizza divided into four sections (two slices per section): Cheese, Pepperoni, Pepperoni, Italian Sausage and Bacon, and Pepperoni, Italian Sausage, Mushrooms, Onions and Green Peppers.



Whiskey and Age White Cheddar Burger

Yard House | July 2023

Whiskey glaze, aged white cheddar, crimini mushrooms, horseradish aioli.



AUGUST

6 introductions





Monterey Chicken

Bar Louie | August 2023

Two grilled chicken breast with roasted cremini mushrooms, artichoke hearts, and tomatoes in lemon herb sauce, served with roasted baby potatoes and asparagus.



Chili-Crunch Shrimp Pasta

Cheesecake Factory | August 2023

Sauteed shrimp tossed with spaghetti, snow peas, mushrooms, parmesan, sesame, cilantro and crispy garlic.



Million Dollar Harvest Hash

First Watch | August 2023

Freshly seasoned potatoes with Million Dollar Bacon, house-roasted sweet potatoes and Crimini mushrooms, kale and Monterey Jack topped with two cage-free eggs cooked any style, herbed Goat cheese, lemon-dressed arugula and drizzled with Mike's Hot Honey.



Gluten-Free Jet 10 Pizza

Jets Pizza | August 2023

Pizza sauce, premium mozzarella, pepperoni, ham, hamburger, Italian sausage, bacon, mushrooms, onions, green peppers and black olives.



Gluten-Free Super Special Pizza

Jets Pizza | August 2023

Pizza sauce, premium mozzarella, pepperoni, ham, mushrooms, onions and green peppers.



Gluten-Free Veggie Pizza

Jets Pizza | August 2023

Pizza sauce, premium mozzarella, mushrooms, onions, green peppers, black olives and tomatoes.



SEPTEMBER

16 introductions





Mega Mushroom Pizza Deal

Blaze Pizza | September 2023

Triple the mushrooms over mozzarella cheese and sauce, perfectly finished with sea salt and oregano, a mushroom lover's delight.



Chili-Crunch Shrimp Pasta

Cheesecake Factory | September 2023

Sauteed shrimp tossed with spaghettini, snow peas, mushrooms, parmesan, sesame, cilantro and crispy garlic.



Philly Style Dipper

Coco's Bakery | September 2023

Our prime rib smothered with mushrooms, grilled onions, peppers and Swiss cheese. Served with hot au jus and creamy horseradish.



Garden Gate Scrambler

Corner Bakery | September 2023

Scrambled eggs, cheddar, red pepper, mushrooms, spinach, green onions.



Supreme Pizza Baked Pasta

Fazoli's | September 2023

Penne pasta in signature Pizza Bake Sauce topped with mozzarella cheese and pepperoni and then baked, plus Italian sausage, bacon, and red and green bell peppers, onions, and mushrooms.



Italian Crust Supreme Max Pizza

Pizza Inn | September 2023

A hearty combination of beef, pepperoni, pork, onions, black olives, mushrooms, fresh green peppers, and two layers of Mozzarella cheese. Our homemade, hand-tossed crust is chewy and foldable, with a hint of garlic.



Italian Crust Veggie Max Pizza

Pizza Inn | September 2023

Toppings include diced onions, black olives, fresh green peppers, diced tomatoes, and mushrooms topped with Cheddar cheese. Our homemade, hand-tossed crust is chewy and foldable, with a hint of garlic.



Large Chicken and Garlic Pizza

Round Table | September 2023

The Original Chicken and White Sauce Pizza! Grilled white meat chicken, creamy garlic sauce, three cheese blend, mushrooms, tomatoes, red and green onions with Italian herb seasoning.



French Quarter Chicken and Shrimp

Ruby Tuesday | September 2023

A hearty combination of beef, pepperoni, pork, onions, black olives, mushrooms, fresh green peppers, and two layers of Mozzarella cheese. Our homemade, hand-tossed crust is chewy and foldable, with a hint of garlic.



Butternut Squash Soup

Seasons 52 | September 2023

Crispy shiitake mushrooms, and chives.



Roasted Mushroom Flatbread

Seasons 52 | September 2023

Portabella, shiitake, goat cheese, truffle oil, green onions.



Mushroom Bisque

Seasons 52 | September 2023

Sour cream, chives.



Philly Cheesesteak Skillet

Village Inn | September 2023

Sauteed onions, green peppers, mushrooms, and Philly-style steak over crispy, seasoned potatoes. Topped with creamy cheese sauce, a pinch of fresh parsley, and 2 eggs any style. Served with choice of toast or pancakes.



Mushroom Pizza

Wawa | September 2023

Cheese pizza with mushrooms.



Supreme Pizza

Wawa | September 2023

Pepperoni, Sausage, Mushrooms, Green Peppers, Red Onions.



Veggie Pizza

Wawa | September 2023

Mushrooms, Green Peppers, Red Onions.



Garlic Mushrooms

Bolay | September 2023

The newest groovy and fresh veggie option on the menu! Roasted with Olive Oil, seasoned with light garlic.

TOP PERFORMING MUSHROOM LTOs

The Top Performing mushroom LTOs pair mushrooms with center-of-plate protein sources and carbohydrates. Many LTOs this quarter embraced simplicity over complexity by incorporating a limited number of ingredients that enhance familiar flavors, but don't overwhelm the consumer.

Jul 2023 \$8.99

Little Caesars

FOUR-N-ONE PIZZA



A large pizza divided into four sections (two slices per section): Cheese, Pepperoni, Pepperoni, Italian Sausage and Bacon, and Pepperoni, Italian Sausage, Mushrooms, Onions and Green Peppers

Unbranded PI: 56% ★★★★★
Branded PI: 50% ★★★
Uniqueness: 44% ★★★
Frequency: 23% ★★★★★
Draw: 56% ★★★★★
Value: 65% ★★★★★

SCORE
80
superstar

Jul 2023 \$16.49

Yard House

WHISKEY AND AGED WHITE CHEDDAR BURGER



Whiskey glaze, aged white cheddar, crimini mushrooms, horseradish aioli.

Unbranded PI: 61% ★★★★★
Branded PI: 64% ★★★★★
Uniqueness: 54% ★★★★★
Frequency: 22% ★★★
Draw: 56% ★★★★★
Value: 29% ★

SCORE
72
specialty appeal

Aug 2023 \$13.79

First Watch

MILLION DOLLAR HARVEST HASH



Freshly seasoned potatoes with Million Dollar Bacon, house-roasted sweet potatoes and Crimini mushrooms, kale and Monterey Jack topped with two cage-free eggs cooked any style, herbed Goat cheese, lemon-dressed arugula and drizzled with Mike's Hot Honey.

Unbranded PI: 47% ★★★
Branded PI: 54% ★★
Uniqueness: 57% ★★★★★
Frequency: 20% ★★★
Draw: 56% ★★★★★
Value: 32% ★★★

SCORE
60
specialty appeal

Aug 2023 \$23.95

Cheesecake Factory

CHILI-CRUNCH SHRIMP PASTA



Sauteed shrimp tossed with spaghetti, snow peas, mushrooms, parmesan, sesame, cilantro and crispy garlic.

Unbranded PI: 52% ★★★
Branded PI: 44% ★★
Uniqueness: 50% ★★★★★
Frequency: 20% ★★★★★
Draw: 55% ★★★★★
Value: 25% ★★

SCORE
52
specialty appeal