



# MUSHROOM INTRODUCTIONS

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

Q3 2017



# JULY

4 introductions

# MUSHROOMS: JULY INTRODUCTIONS



Luby's | Jul 2017

## Roasted **Mushrooms**



Old Chicago Pizza | Jul 2017

## Sausage, **Mushroom** & Onion Pretzone

Pretzel-style calzone crust stuffed with sausage, cheddar and a blend of mozzarella, ricotta and Asiago cheeses, **mushrooms**, red onions, and chopped spinach. Finished with mustard cheese sauce made with Guinness.



Olive Garden | Jul 2017

## Meatball Stuffed Pizza Fritta

Meatballs, **mushrooms**, onions, cheeses and marinara sauce wrapped in a golden fried pizza dough. Served with homemade alfredo and marinara sauces.

# MUSHROOMS: JULY INTRODUCTIONS



Red Lobster | Jul 2017

## Seafood Stuffed **Mushrooms**

Fresh, baked **mushrooms** loaded with our signature seafood stuffing and smothered in Monterey Jack cheese. Served with your choice of soup or salad and unlimited Cheddar Bay Biscuits.



# AUGUST

12 introductions

# MUSHROOMS: AUGUST INTRODUCTIONS



Back Yard Burgers | Aug 2017

## Philly Burger

The city of Philly inspired us to smother a Black Angus burger in sautéed sweet onions, green peppers and **mushrooms** before topping with melty provolone and a touch of mayo. We'll wait while you run up a flight of steps and pump your fists in the air.



Brio Tuscan Grille | Aug 2017

## Grilled Balsamic Glazed Pork Chop

Sweet potatoes, **mushrooms**, pancetta, Brussels sprouts, caramelized onion, maple balsamic vinaigrette.



Brio Tuscan Grille | Aug 2017

## Tuscan Harvest Salad

Grilled, sliced chicken, applewood bacon, chopped greens, crispy pasta, spinach, apples, almonds, dried cranberries, gorgonzola, **crimini mushrooms**, herb vinaigrette.

# MUSHROOMS: AUGUST INTRODUCTIONS



Ledo Pizza | Aug 2017

## **Mushroom** Ravioli al Forno

**Mushroom** ravioli, oven baked with Alfredo sauce and smoked Provolone cheese. Garnished with basil.



Ledo Pizza | Aug 2017

## Classic **Mushroom** Ravioli

**Mushroom** ravioli, topped with LEDO sauce. Garnished with Parmesan cheese and parsley.



Ledo Pizza | Aug 2017

## Sautéed **Mushroom** Ravioli

**Mushroom** ravioli, sautéed in butter, lemon oil and **mushrooms**. Garnished with basil, Parmesan, and a fresh lemon wedge.

# MUSHROOMS: AUGUST INTRODUCTIONS



Longhorn Steakhouse | Aug 2017

## Mushroom Swiss Burger

Topped with roasted **mushrooms**, Swiss Gruyere cheese, steakhouse aioli and arugula.



Longhorn Steakhouse | Aug 2017

## Signature Burgers Combo Meal

Three boldly flavored burgers. Piled high and grilled to perfection. Try one with fries and a Coke for just \$10. Choose from our 3 new Signature Burgers (**Mushroom** Swiss Burger, BBQ Bacon Cheddar Burger or Big Sky Burger.)



Maggiano's Little Italy | Aug 2017

## Braised Beef Contadina

Italian Sausage, Roasted **Mushrooms** & Peppers, Crispy Vesuvio Potatoes.

# MUSHROOMS: AUGUST INTRODUCTIONS



Noodles & Co. | Aug 2017

## Thai Chicken Soup

Coconut curry chicken soup with onion, cabbage, red bell pepper, lemongrass, lime, galangal, turmeric, **shiitake mushrooms**, carrots and shallots.



Red Lobster | Aug 2017

## Seafood Lover's Lunch

For just \$9.99, you can have an authentic seafood experience. Choose one of three lunch entrees along with a side soup or salad and unlimited Cheddar Bay Biscuits. Entree choices include (Crab Melt Sandwich, Half Lobster & Langostino Pizza, Seafood Stuffed **Mushrooms**.)



Sonic Drive-In | Aug 2017

## Sonic Slinger

Features a blended burger patty, mayonnaise, onions, lettuce, tomato, pickles, and American cheese on a brioche bun. A dressed-down version of the burger featuring bacon will also be available. Our blended burger patty is made with a mix of pure beef, 25 to 30 percent ground **mushrooms**, and bold seasonings.



# SEPTEMBER

21 introductions

# MUSHROOMS: SEPTEMBER INTRODUCTIONS



Applebee's | Sep 2017

## Bourbon Street Chicken + Shrimp

Cajun-seasoned chicken breast grilled and served on a sizzling skillet with blackened seasoned shrimp and garlic, served with fried red potatoes and sautéed onions & **mushrooms**.



Bob Evans | Sep 2017

## Veggie Hash

Grilled **mushrooms**, peppers, onions, broccoli, shredded cheddar cheese and golden-brown home fries are topped with two eggs\*\* cooked-to-order and garnished with diced tomatoes and green onions. Served with choice of freshly-baked bread.



Burgerville USA | Sep 2017

## Smokey Blue Cheeseburger

Rogue Creamery's Smokey Blue Cheese crumbles melted on a juicy beef patty with crisp pepper bacon, oven-roasted **mushrooms** from Yamhill County Mushrooms, and a savory garlic aioli, all on a toasted bun.

# MUSHROOMS: SEPTEMBER INTRODUCTIONS



Carrabba's | Sep 2017

## Prosciutto & Fontina Stuffed Pork Chops

Two center-cut, wood-grilled pork chops stuffed with prosciutto and fontina, topped with **mushrooms** and our Lombardo Marsala wine sauce. Served with your choice of side.



Coco's Bakery | Sep 2017

## Chicken Primavera Alfredo Pasta

Sliced Chicken breast with a medley of vegetables (**mushrooms**, tomatoes, broccoli, shredded carrots) in Coco's original creamy Alfredo sauce over fettuccine with Parmesan cheese. Served with garlic cheese bread.



Corner Bakery | Sep 2017

## Farmers Scrambler

Scrambled eggs, peppers, **mushrooms**, onion & cheddar.

# MUSHROOMS: SEPTEMBER INTRODUCTIONS



Huddle House | Sep 2017

## Prime Rib Tips Dinner

Prime rib tips grilled with sautéed **mushrooms** and onions with au jus, Texas toast and two sides.



Huddle House | Sep 2017

## Prime Rib Tips Sandwich

Prime rib tips on a new brioche bun with melted Swiss cheese and sautéed **mushrooms** and onions, served with au jus and fries.



Huddle House | Sep 2017

## Prime Rib Tips Omelet

An omelet stuffed with prime rib tips, Swiss cheese and sautéed **mushrooms** and onions, served with toast and hashbrowns or grits.

# MUSHROOMS: SEPTEMBER INTRODUCTIONS



Huddle House | Sep 2017

## Stuffed Hash Browns

Hash browns layered with scrambled eggs, American cheese, sautéed **mushrooms** and onions and choice of prime rib tips, sausage or country fried steak.



Huddle House | Sep 2017

## Hash Browns with Bacon, Sausage & Sausage Gravy

Hash browns layered with scrambled eggs, American cheese, sautéed **mushrooms** and onions with bacon and sausage, smothered in sausage gravy.



Johnny Carino's | Sep 2017

## Meatloaf & Mashed Potatoes

A blend of ground pork, beef, lamb, herbs and wild **mushrooms**. Served atop roasted garlic mashed potatoes and Texas toast, smothered in a brown **mushroom** gravy and topped with fried onions. Part of a specialty, 4-course Wine Dinner. Each course is made up of a food item not currently featured on our regular table menu and is paired with a different wine for each course for \$39.95.

# MUSHROOMS: SEPTEMBER INTRODUCTIONS



Marie Callender's | Sep 2017

## Home-Style Beef Stroganoff

Tender beef sauteed with fresh **mushrooms** in a demi-glance red wine beef sauce, with caramelized onions and a hint of Grey Poupon Dijon. Served over fettuccine noodles with a dollop of sour cream.



Mimi's Café | Sep 2017

## Provencal Veggie Pasta with Chicken

Roasted zucchini, squash, eggplant, **mushrooms**, artichokes, onions, grape tomatoes and pasta. Also available with shrimp or salmon.



Mimi's Café | Sep 2017

## French Dip

Sliced roast beef on a fresh baguette with horseradish cream and a side of au jus. Comes with your choice of French Fries, Mixed Fruit or Petite House Salad. Add bell peppers, caramelized onions, **mushrooms** and mozzarella.

# MUSHROOMS: SEPTEMBER INTRODUCTIONS



Olive Garden | Sep 2017

## Never Ending Pasta Bowl

Enjoy over 100 combinations of your favorite pastas, sauces and toppings. And as always, all the soup or salad and breadsticks you want. First pick your perfect pasta (Fettuccine, Spaghetti, Rigatoni, Angel Hair, Cavatappi, Gluten-Free Rotini, Whole Grain Linguine), then select your favorite sauce (NEW! Creamy **Mushroom**, Traditional Marinara, Five Cheese Marinara, Traditional Meat Sauce, Alfredo, Asiago Garlic Alfredo), and add a topping for an additional price (Meatballs, Italian Sausage, Crispy Chicken Fritta, Grilled Chicken, Crispy Shrimp Fritta). All starting at \$9.99.



Perkins | Sep 2017

## Beef Stroganoff

Seasoned, grilled beef tips with sautéed onions and **mushrooms**, served on tender egg noodles tossed in a savory cream sauce. Finished with a drizzle of sour cream.



Ram Restaurant & Brewery | Sep 2017

## Goddess of Love

Mixed arcadian greens, green goddess dressing, seasoned and grilled turkey patty, topped with house-smoked sliced **mushrooms**, braised red onion jam, brioche bun. All burgers come with Fresh-Cut Fries. RAM chips, House Green Salad, and Zesty Coleslaw are available upon request.

# MUSHROOMS: SEPTEMBER INTRODUCTIONS



Ruby Tuesday | Sep 2017

## Mega **Mushroom** & Swiss Burger

Smothered in roasted **baby 'bella mushrooms** and Swiss cheese with our RT Burger Sauce. Made with 100% USDA Choice beef and served open-faced on our brioche bun with shredded lettuce, onion, tomato, and pickle chips. Served with a side of fries.

**Ruby  
Tuesday**

Ruby Tuesday | Sep 2017

## Triple Prime Mega **Mushroom** & Swiss

Smothered in roasted **baby 'bella mushrooms** and Swiss cheese with our RT Burger Sauce. The best of the best, they're handcrafted from USDA Prime beef - only 2% of all beef is graded Prime, and served open-faced on our brioche bun with shredded lettuce, onion, tomato, and pickle chips. Served with a side of fries.



Tony Roma's | Sep 2017

## Grilled Shrimp Primavera

Angel hair pasta tossed with grilled shrimp, baby spinach, sundried tomatoes, **mushrooms** and feta cheese in a creamy chive butter sauce.



# SCORES TOP PERFORMERS

# 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 measures:

Purchase Intent (PI)	<i>would you order this item?</i>
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Branded PI	<i>would you order it at this place?</i>
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Uniqueness	<i>is it new and different?</i>
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Frequency	<i>how often would you have it?</i>
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Draw	<i>would you go there just for this?</i>
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Value	<i>is it a good value at that price?</i>
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Huddle House's Stuffed Hash Browns is among the strongest performers during Q3, resonating with consumers for purchase intent, uniqueness, visit frequency, and draw.

ITEM:

Stuffed Hash Browns

OPERATOR:  
Huddle House

ITEM TYPE:  
Returning Item

DATE:  
Sep 2017

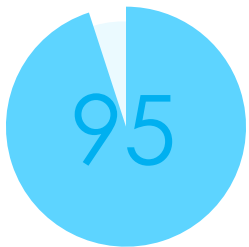
PRICE:  
\$8.49

DESCRIPTION:

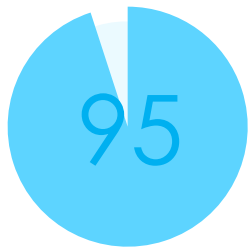
Hash browns layered with scrambled eggs, American cheese, sauteed mushrooms and onions and choice of prime rib tips, sausage or country fried steak.



UNBRANDED  
PURCHASE INTENT



BRANDED  
PURCHASE INTENT



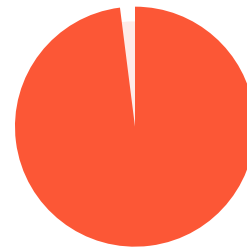
UNIQUENESS



FREQUENCY



DRAW

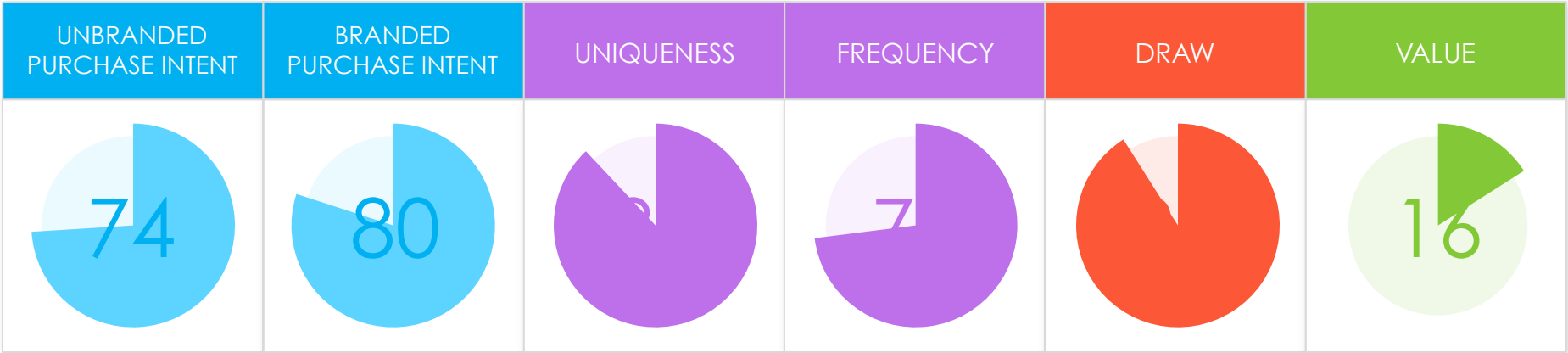


VALUE



Consumers also responded positively towards Maggiano's Braised Beef Contadina, rating it among the most unique mushroom menu items in Q3.

ITEM: Braised Beef Contadina			
OPERATOR: Maggiano's Little Italy	ITEM TYPE: Limited Time Offer	DATE: Aug 2017	PRICE: \$24.95
DESCRIPTION: Italian Sausage, Roasted Mushrooms & Peppers, Crispy Vesuvio Potatoes.			



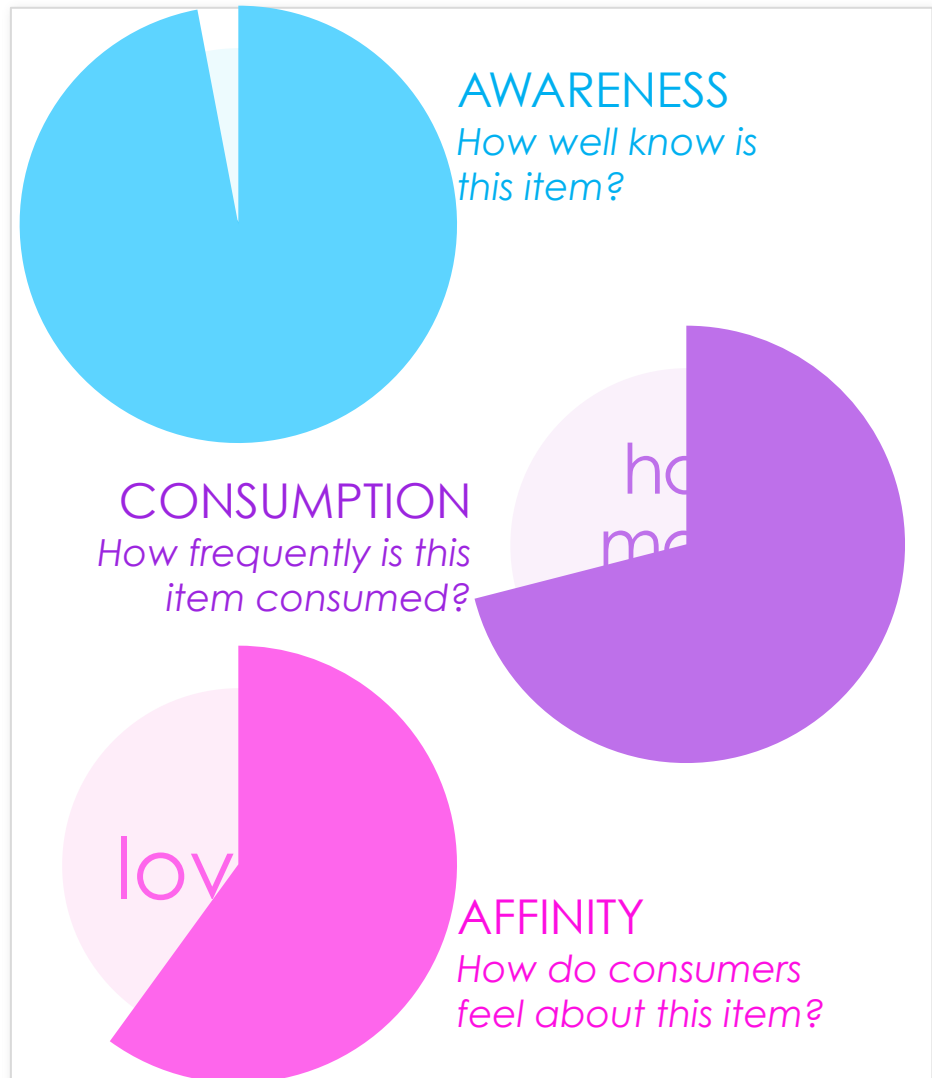


# FLAVOR

# FLAVOR METRICS

## LEARN WHAT CONSUMERS CRAVE

Every quarter, FLAVOR tests thousands of foods, flavors, ingredients, and beverages with consumers. Consumers are asked to rate these foods and flavors across three key metrics:



## MAC™ Stage

inception

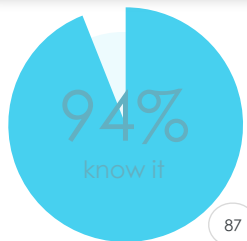
adoption

proliferation

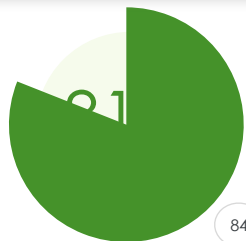
ubiquity

### EXPERIENCE

Normative indices in grey circles



RANK among  
Fruits & Veggies  
**#50 of 306**



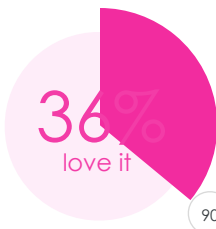
RANK among  
Fruits & Veggies  
**#55 of 306**



RANK among  
Fruits & Veggies  
**#29 of 306**

### AFFINITY

Normative indices in grey circles



25% like it

10% neutral

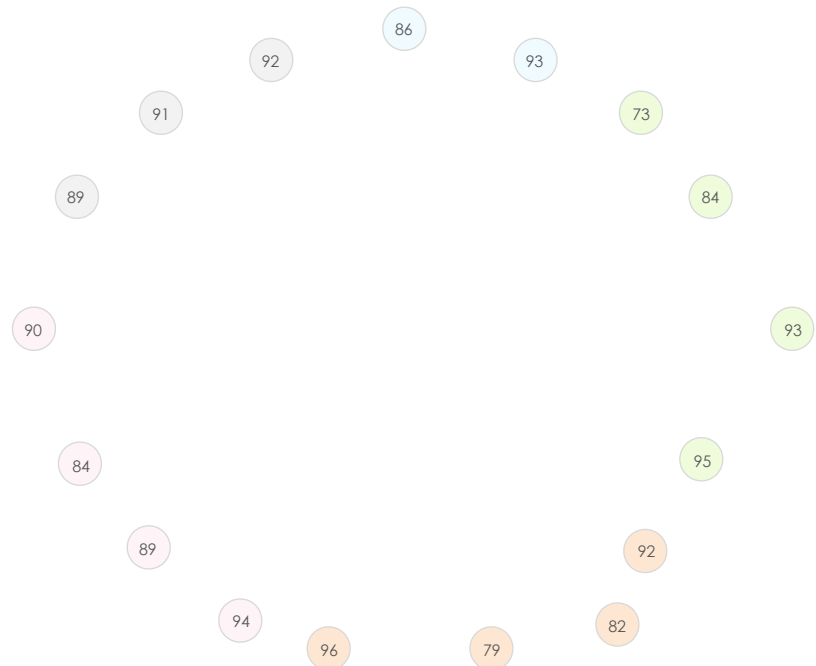
7% dislike

11% hate it

RANK among  
Fruits & Veggies  
**#38 of 306**

### WHO REALLY LOVES IT?

Normative indices shown  
50 = avg among group



source: Datassential FLAVORTM

# 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.

