

# MUSHROOM MENU TRENDS

## DATASSENTIALS REPORT SUMMARY

*Mushrooms are a critical component for menus in all segments and all categories including pizza, pasta, burgers, appetizers and breakfast.*

### MENU CATEGORIES



#### PIZZA

Mushrooms are the 4th most popular item on pizza (trailing only cheese, onion and tomato, and higher than sausage and pepperoni). Truffle, roasted mushrooms, white buttons and criminis are among the fastest growing vegetables on pizza.

76% of all pizzas served feature mushrooms. Other common ingredients on mushroom pizzas include spinach, bacon, fennel sausage, eggs and arugula.

MUSHROOMS ARE ON MORE THAN  
**86% OF QSR**  
PIZZA MENUS

#### BURGERS

Mushroom burgers have the largest penetration and growth at Fast Casual restaurants.

Appearing on 35% of burger menus, mushrooms are a popular ingredient, but the variety is often unidentified, providing strong opportunity.

Premium toppings like shallots, arugula, gorgonzola, and applewood smoked bacon are increasingly being menued with mushrooms on burgers.



### MUSHROOM VARIETIES

**Mushrooms are on more than 80% of all menus.**

They have grown on all menus including independents, regional and national chains.



16.2%



11.6%



9.1%



4.0%



3.7%



## PASTA

Mushrooms are the **7<sup>th</sup> most common item** and the **2<sup>nd</sup> most menued vegetable** with pasta (*trailing only tomatoes*).

Mushrooms are increasing in pasta dishes with premium proteins like short ribs, grilled shrimp and crabmeat.

## BREAKFAST

Mushrooms are the **3<sup>rd</sup> most popular vegetable** (*trailing tomatoes and onions*). Roasted mushrooms make the fastest growing list with **greater than 100% growth**.

Omelettes, frittatas, benedicts, and quiche are among the most popular mushroom egg dishes.

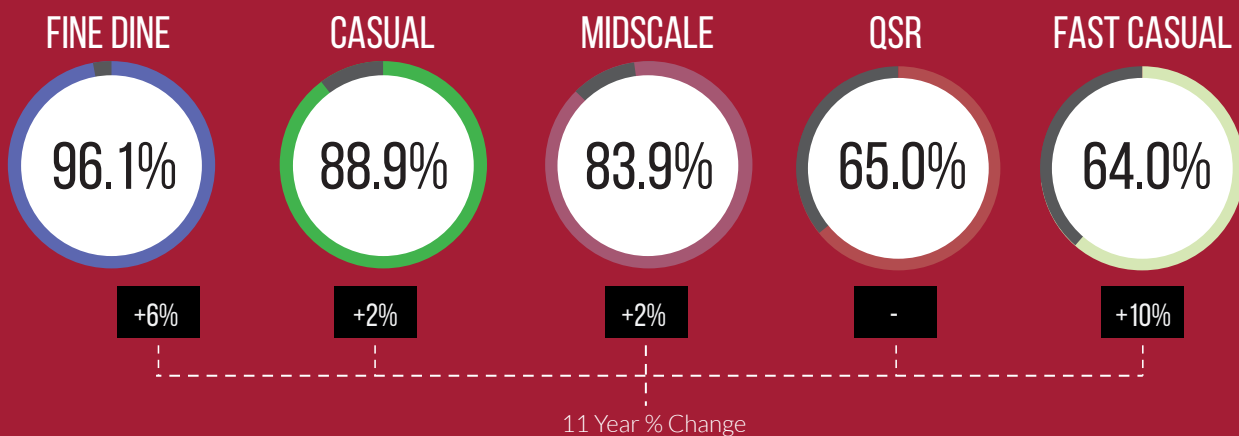
Crimini mushrooms with eggs are **up 73%** over the past 4 years.

**FAST CASUAL & FINE DINING  
RESTAURANTS ARE MORE LIKELY TO  
MENU MUSHROOM PASTA DISHES**



## PENETRATION TIME TREND BY SEGMENT

Mushrooms are menued most often at full service restaurants. Penetration is growing across all segments with the largest growth at Fast Casual and Fine Dining restaurants.



## OTHER WINNING OPPORTUNITIES FOR MUSHROOMS

Found on **41% of appetizer menus**. With salads being by far the most popular appetizer and growth in specialty soups, such as bisque, tom kha, tom yum, and hot & sour.

The number two item served with beef entrées (*trailing onions*).

The number one item menued with chicken dishes (*out-pacing cheese, sauces and other vegetables*).

**2nd most popular ingredient** for plant-forward, center-of-the-plate items.