



# MUSHROOM INTRODUCTIONS

top 250 chains & c-stores | SCORES top performers | FLAVOR profile Q1 2018



# JANUARY

26 introductions

# MUSHROOMS: JANUARY INTRODUCTIONS



Beef O'Brady's | Jan 2018

## Cheesy Bacon Chicken

Two chicken breasts grilled to perfection and topped with sautéed **mushrooms**, two thick-cut bacon slices then smothered in melted cheddar jack cheese. Served with honey mustard dressing for dipping, seasoned rice and broccoli.



Boston Market | Jan 2018

## Half Rotisserie Chicken Marsala

Half rotisserie chicken with a Marsala sauce with **Cremini and Portobello mushrooms** and garlic, garnished with fresh parsley. Includes 2 sides and fresh baked cornbread.



Boston Market | Jan 2018

## Three Piece Dark Rotisserie Chicken Marsala

Three piece dark rotisserie chicken with a Marsala sauce with **Cremini and Portobello mushrooms** and garlic, garnished with fresh parsley. Includes 2 sides and fresh baked cornbread.

# MUSHROOMS: JANUARY INTRODUCTIONS



Brio Tuscan Grill | Jan 2018

## Salmon Risotto

Grilled salmon, **mushrooms**, red peppers, asparagus, and basil.



Brio Tuscan Grill | Jan 2018

## Shrimp Risotto & Broiled Lobster Tail

**Mushrooms**, red peppers, asparagus, and basil.



Carrabba's | Jan 2018

## Mushroom Brushetta Carrabba's

Baked bread topped with sauteed **mushrooms**, fontina cheese and fresh basil. Paired with Coppola Votre Sante Pinot Noir. Part of our 4-course Wine Dinner Experience for just \$40 per person. Each course comes paired with a glass of wine.



# MUSHROOMS: JANUARY INTRODUCTIONS



Denny's | Jan 2018

## Smoky Gouda Prime Rib & Broccoli Skillet

Juicy prime rib with caramelized onions, sauteed **mushrooms** and broccoli served atop whole grain rice. Topped with Italian cheeses and Gouda cheese sauce.



Denny's | Jan 2018

## Wild Alaska Salmon Skillet

A grilled wild-caught Alaska salmon fillet seasoned with a delicious blend of garlic and herbs. Served atop seasoned red-skinned potatoes, fresh spinach, broccoli, sauteed **mushrooms** and grape tomatoes.



Denny's | Jan 2018

## Crazy Spicy Skillet

Crumbled chorizo sausage, jalapenos, sauteed **mushrooms** and fire-roasted bell peppers and onions blended together with seasoned red-skinned potatoes. Topped with grilled chicken breast, shredded Cheddar cheese, a spicy five pepper sauce and Pepper Jack queso.

# MUSHROOMS: JANUARY INTRODUCTIONS



Denny's | Jan 2018

## Smoky Gouda Chicken & Broccoli Skillet

Roasted seasoned chicken with caramelized onions, sautéed **mushrooms** and broccoli served atop whole grain rice. Topped with Italian cheeses and Gouda cheese sauce.



Einstein Brothers | Jan 2018

## Turkey-Bacon Egg White Wake-Cup

Cage-Free Egg Whites with Spinach, **Mushrooms** and Turkey-Bacon – with 12 grams of protein and 120 calories.



Fuddruckers | Jan 2018

## Angus Steakhouse Burger

A half-pound of grilled premium quality Angus beef topped with Swiss cheese, smokehouse bacon and grilled **mushrooms** and onions on our fresh baked bun!

# MUSHROOMS: JANUARY INTRODUCTIONS



Huddle House | Jan 2018

## Prime Rib Tips Two-Hand Sandwich

Prime rib tips, Swiss cheese, sauteed **mushrooms** and caramelized onions on a toasted brioche bun, served with au jus and choice of fries, sweet potato fries or potato tots.



La Madeleine French Bakery | Jan 2018

## Café Sampler

Our new Spinach Artichoke Friand (a creamy mixture of spinach, artichoke, and garlic Boursin cheese baked in a puff pastry and served with a side of tomato basil soup for dipping) with a Cup of Soupe and Petite Salade. Soupe choices include: Tomato Basil, French Kale & Lentils, French Onion, Country Potato, or Cream of **Mushroom**. Petite Salade choices include: Classic Caesar Salade, Cranberry & Pecan Wild Field Salade, Strawberry & Bacon Spinach Salade, Tomato Basil Pesto Pasta Salade.



Le Pain Quotidien | Jan 2018

## Tofu Scramble

If you're looking to eat clean, this is the brunch pick for you. We scramble chickpeas, **cremini mushrooms**, kale, tomato, red onion and avocado, keeping it low carb and creating the perfect mix of healthy fats and protein. Smoked paprika rounds it out with a subtle spice.

# MUSHROOMS: JANUARY INTRODUCTIONS



Mod Pizza | Jan 2018

## The Phoenix

Pizza topped with **button mushrooms**, arugula, Italian sausage, asiago cheese, roasted red peppers, rosemary and a drizzle of balsamic fig glaze.



Mod Pizza | Jan 2018

## Seasonal Salad

Roasted Cremini **mushrooms**, English peas, demi-glace, Parmesan.



Panera Bread | Jan 2018

## Soba Noodle Broth Bowl With Chicken

Chicken raised without antibiotics, soba buckwheat noodles, fresh spinach, napa cabbage blend, roasted **mushroom** and onion blend, sesame seeds and cilantro in our umami soy-miso broth.



# MUSHROOMS: JANUARY INTRODUCTIONS



Red Lobster | Jan 2018

## Seafood-Stuffed **Mushroom** and Salad

Fresh **mushrooms** loaded with our signature seafood stuffing, smothered in Monterey Jack cheese and baked until bubbly.



Red Lobster | Jan 2018

## Roasted Green Beans With **Mushrooms**

We take our crisp green beans, roast them with sliced **mushrooms**, and then toss them in a nutty, sweet brown butter.



Red Robin | Jan 2018

## Gourmet Veggie Burger

Our custom-blended, ancient-grain-and-quinoa veggie patty is piled high with Swiss cheese, lightly fried, Parmesan-sprinkled **mushrooms**, tomato bruschetta salsa, fresh avocado slices, sun-dried tomato spread and shredded romaine on a whole grain bun. Want it basic? Try it on the Keep It Simple build.



# MUSHROOMS: JANUARY INTRODUCTIONS



Ruth's Chris Steak House | Jan 2018

## Roasted **Mushroom** Couscous

Roasted **Cremini mushrooms**, English peas, demi-glace, Parmesan.



Quiznos Subs | Jan 2018

## Lobster & Seafood Scampi Bake

Garlic-baked lobster & seafood, melted mozzarella, sautéed **mushrooms** & onions, tomatoes and garlic aioli, served on our signature bread with a lemon wedge garnish.



Steak N Shake | Jan 2018

## 2 For \$3 Value Menu

The New 2 for \$3 Value Menu lets guests mix 'n match any two value menu items and pay just \$3! The complete menu offers 49 different combinations and features some of America's favorite taste combinations. As always, these full-size Steakburgers are made with 100% beef, quick seared on the grill and are all served on bakery-quality knotted buns...Swiss 'N **Mushroom** Steakburger, Spicy Chipotle Steakburger, Smokey BBQ Steakburger, All-American Steakburger, Grilled Cheese, Steak Frank, or Medium Thin 'n Crispy Fries.

# MUSHROOMS: JANUARY INTRODUCTIONS



Whataburger | Jan 2018

## Mushroom Swiss Burger

With two fresh, all-beef patties, two layers of premium grilled mushrooms, two slices of Swiss cheese and our new creamy Au Jus Sauce, this limited time offer isn't just a **Mushroom** Swiss Burger - it's a Whataburger **Mushroom** Swiss Burger.



# FEBRUARY

13 introductions

# MUSHROOMS: FEBRUARY INTRODUCTIONS



Carrabba's | Feb 2018

## Angel Hair Primavera

Sautéed zucchini, red peppers, **mushrooms**, roasted tomatoes and peas tossed with lemon butter sauce.



Fazoli's | Feb 2018

## Ultimate Spaghetti

Spaghetti with Marinara, Meatballs, Italian Sausage, Bacon and Garlic-roasted **Mushrooms**.



Frazoli's | Feb 2018

## Ultimate Fettuccine Alfredo

Fettuccine with Alfredo Sauce, Roasted Chicken, Bacon, Garlic-roasted **Mushrooms** and Broccoli.

# MUSHROOMS: FEBRUARY INTRODUCTIONS



Fazoli's | Feb 2018

## Ultimate Veggie Rotini

Whole Grain Rotini with Creamy Basil Sauce, fresh Spinach, Garlic-roasted **Mushrooms**, marinated Tomatoes and Broccoli.



Maggiano's Little Italy | Feb 2018

## Steak & Ravioli

Beef Medallions, **Mushroom** Ravioli al Forno, Grilled Asparagus, Garlic Mashed Potatoes.



Perkins | Feb 2018

## Balsamic Glazed Salmon Skillet

Atlantic salmon with sauteed **crimini mushrooms**, sweet red onions, zucchini, summer squash, tender red bell peppers and oven-roasted tomatoes. Served on fresh spinach and herb rice pilaf with warm White Balsamic Vinaigrette.



# MUSHROOMS: FEBRUARY INTRODUCTIONS



Perkins | Feb 2018

## Spinach & **Mushroom** Skillet

Fresh from the garden. Fresh spinach, onions, **crimini mushrooms** and oven-roasted tomatoes, served with egg whites over homestyle seasoned potatoes. (410 Calories).



Perkins | Feb 2018

## Steak & Pepper Skillet

Fresh from the garden. Fresh spinach, onions, **crimini mushrooms** and oven-roasted tomatoes, served with egg whites over homestyle seasoned potatoes. (410 Calories).



Perkins | Feb 2018

## The Everything Skillet

Diced grilled ham, crimini onions, green peppers and American cheese –**mushrooms**, tomatoes, this classic skillet has it all!

# MUSHROOMS: FEBRUARY INTRODUCTIONS



Perkins | Feb 2018

## Hearty Harvest Omelet

An egg white omelet filled with turkey sausage, sweet red onions, summer squash, zucchini, tender red bell peppers, **crimini mushrooms**, spinach and Mediterranean Feta. Served with fresh fruit and dry whole wheat toast.



Steak N Shake | Feb 2018

## White Truffle Prime Steakburger

Introducing our deliciously indulgent new White Truffle Steakburger! It's a 6 oz. hand-crafted Prime Steakburger topped with two slices of Tillamook all-natural Swiss cheese, grilled **button mushrooms**, caramelized onions and decadent **Truffle** Aioli sauce on a toasted brioche bun. Served with fries.



Wendy's | Feb 2018

## Smoky **Mushroom** Bacon Cheeseburger

A quarter-pound of fresh, never frozen beef topped with smoky portabella mushroom, smoky mushroom aioli, crispy fried onions, Asiago cheese, and three strips of Applewood-smoked bacon, all on top of a toasted bakery bun.

# MUSHROOMS: FEBRUARY INTRODUCTIONS



Wendy's | Feb 2018

## Smoky **Mushroom** Bacon Potato

Enjoy a warm oven baked potato loaded with Applewood smoked bacon, sautéed **mushrooms** and topped with a creamy cheese sauce. This baked potato is loaded with goodness.



# MARCH

19 introductions

# MUSHROOMS: MARCH INTRODUCTIONS



Brio Tuscan Grille | Mar 2018

## Mushroom Ravioli Di Bello

Tomatoes, champagne brown butter.



Carrabba's | Mar 2018

## Angel Hair Primavera

Sautéed zucchini, red peppers, **mushrooms**, roasted tomatoes and peas tossed with lemon butter sauce.



Cheesecake Factory | Mar 2018

## Lasagna Verde

Layers of fresh spinach pasta, mozzarella, fontina and parmesan cheese. covered with our housemade tomato-**mushroom** and marinara sauces.



# MUSHROOMS: MARCH INTRODUCTIONS



Cheesecake Factory | Mar 2018

## Spicy Shanghai Noodles

Spaghetti with chicken, **mushrooms**, snow peas, onions and garlic in a sweet-hot sesame ginger sauce.



Cracker Barrel | Mar 2018

## Country Fried Steak

A generous portion of our USDA Choice steak breaded, deep fried, and topped with Sawmill Gravy. Served with your choice of three country sides, like our new Fresh Grilled **Mushrooms** featuring **button mushrooms** grilled tender and dressed in a savory garlic butter sauce. Comes with made-from-scratch Buttermilk Biscuits or Corn Muffins. Select New Fresh Grilled **Mushrooms** as one of your sides with your lunch or dinner. Or, add as an additional side.



Coco's Bakery | Mar 2018

## Mediterranean Cod

Wild-caught cod, lightly seasoned and grilled. Topped with fresh **mushrooms**, Roma tomatoes, fresh spinach, and capers sauteed in a lemon herb sauce. Served with fresh seasonal vegetables and rice pilaf.

# MUSHROOMS: MARCH INTRODUCTIONS



Eat'n Park Restaurants | Mar 2018

## Vegetarian Spinach Tortellini

Pasta stuffed with cheeses and spinach, baked with zucchini, **mushrooms**, spinach and tomatoes. Topped with creamy Alfredo sauce and served with your choice of one side and garlic toast for only 9.99!



Maggiano's Little Italy | Mar 2018

## Chianti Brined Chicken

Roasted Bone-In Chicken Breast, Sweet Potato Hash, **Mushroom** Ragu.



Marie Callender's | Mar 2018

## Shrimp Sorrento Pasta

Penne pasta with **mushrooms**, fresh asparagus and roasted tomatoes in a creamy alfredo sauce. Topped with sautéed shrimp and parmesan cheese.

# MUSHROOMS: MARCH INTRODUCTIONS



Perkins | Mar 2018

## Hearty Harvest Omelet

An egg white omelet filled with turkey sausage, sweet red onions, summer squash, zucchini, tender red bell peppers, **crimini mushrooms**, spinach and Mediterranean Feta. Served with fresh fruit and dry whole wheat toast.



Perkins | Mar 2018

## Balsamic Glazed Salmon Skillet

Atlantic salmon with sauteed **crimini mushrooms**, sweet red onions, zucchini, summer squash, tender red bell peppers and oven-roasted tomatoes. Served on fresh spinach and herb rice pilaf with warm White Balsamic Vinaigrette.



P.F. Chang's | Mar 2018

## Mongolian Beef Bowl

Sweet soy glaze, flank steak, **mushrooms**, garlic, snipped green onion.

# MUSHROOMS: MARCH INTRODUCTIONS



P.F. Chang's | Mar 2018

## Tokyo Udon Noodle Bowl

Chicken, Udon noodles, fresno peppers, green onion, **mushrooms**, fresh basil.



P.F. Chang's | Mar 2018

## Korean Bibimbap

Chicken, fresh greens, **Asian mushrooms**, and market vegetables over rice, topped with a fried egg and kimchi slaw.



Outback | Mar 2018

## Toowoomba Shrimp Topped Salmon

Wood-fire grilled Salmon topped with shrimp and **mushrooms** in a creamy Toowoomba sauce. Served with two freshly made sides.



# MUSHROOMS: MARCH INTRODUCTIONS



Sonic Drive-In | Mar 2018

## Bacon Melt Sonic Signature Slinger

Bakery quality brioche slider roll, melted cheese, crispy bacon, mayo on a burger patty made of three simple ingredients: 100% pure beef blended with savory **mushrooms** and bold seasonings.



Sonic Drive-In | Mar 2018

## Classic Sonic Signature Slinger

Bakery quality brioche slider roll, lettuce, tomato, crinkle cut dill pickles, mayo, melted cheese on a burger patty made of three simple ingredients: 100% pure beef blended with savory **mushrooms** and bold seasonings.



Wendy's | Mar 2018

## Smoky **Mushroom** Bacon Cheeseburger

A quarter-pound of fresh, never frozen beef topped with smoky portabella mushroom, smoky **mushroom** aioli, crispy fried onions, Asiago cheese, and three strips of Applewood-smoked bacon, all on top of a toasted bakery bun.



# MUSHROOMS: MARCH INTRODUCTIONS



World Of Beers | Mar 2018

## Bibimbap

Spicy Gochujang marinated steak, sauteed **mushrooms**, cucumbers, shredded carrots served with kimchi, scallions & sunny side up egg over jasmine rice.



# 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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Fuddruckers introduced premium ingredients including smokehouse bacon and grilled mushrooms on their signature burger resulting in high ratings for purchase intent, frequency, and draw.

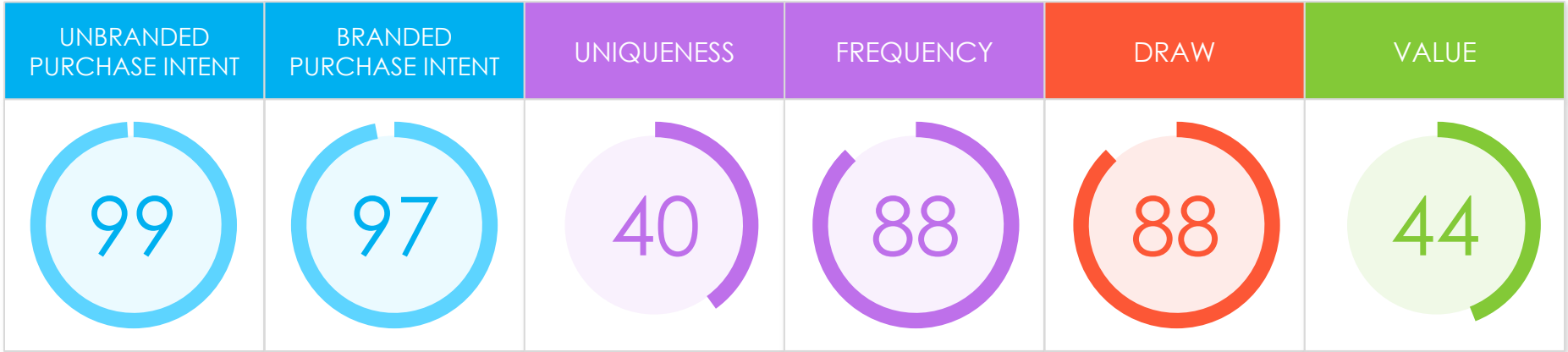
ITEM:

Angus Steakhouse Burger

OPERATOR: Fuddruckers	ITEM TYPE: Limited Time Offer	DATE: Jan 2018	PRICE: \$10.99
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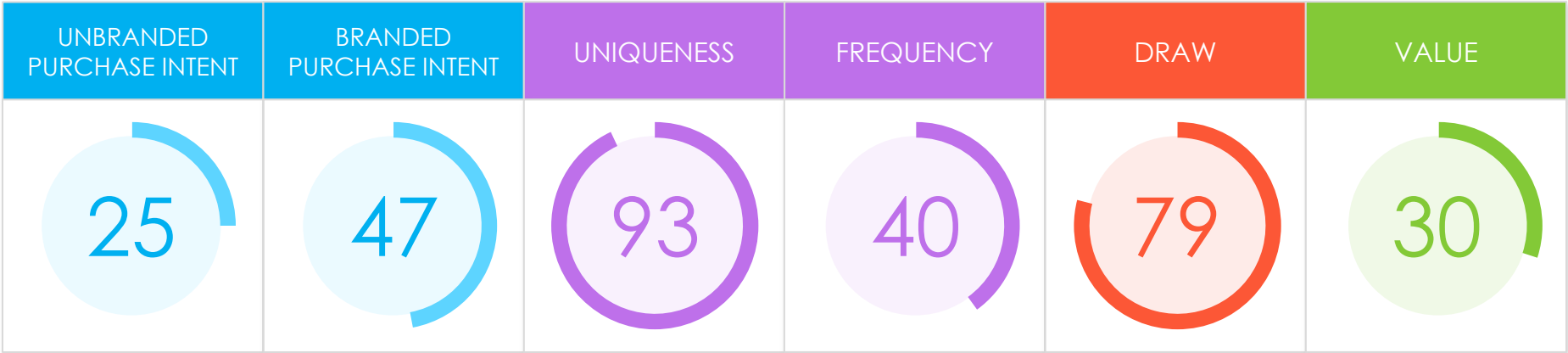
DESCRIPTION:

A half-pound of grilled premium quality Angus beef topped with Swiss cheese, smokehouse bacon and grilled mushrooms and onions on our fresh baked bun!



P.F. Chang's recreated an authentic Korean rice bowl using ingredients such as Asian mushrooms, fresh vegetables, and kimchi scoring high in uniqueness and draw.

ITEM: Korean Bibimbap			
OPERATOR: P.F. Chang's	ITEM TYPE: Limited Time Offer	DATE: Mar 2018	PRICE: \$11.95
DESCRIPTION: Chicken, fresh greens, Asian mushrooms, and market vegetables over rice, topped with a fried egg and kimchi slaw.			







# 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:



# Oyster Mushroom

consumer trial + affinity

source: Datassential FLAVOR™

## MAC™ Stage

inception

adoption

proliferation

ubiquity

## EXPERIENCE

Normative indices in grey circles



RANK among  
Fruits & Veggies  
**#230 of 312**



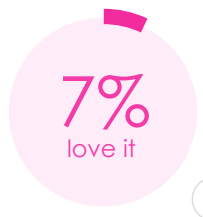
RANK among  
Fruits & Veggies  
**#225 of 312**



RANK among  
Fruits & Veggies  
**#216 of 312**

## AFFINITY

Normative indices in grey circles



11% like it

9% neutral

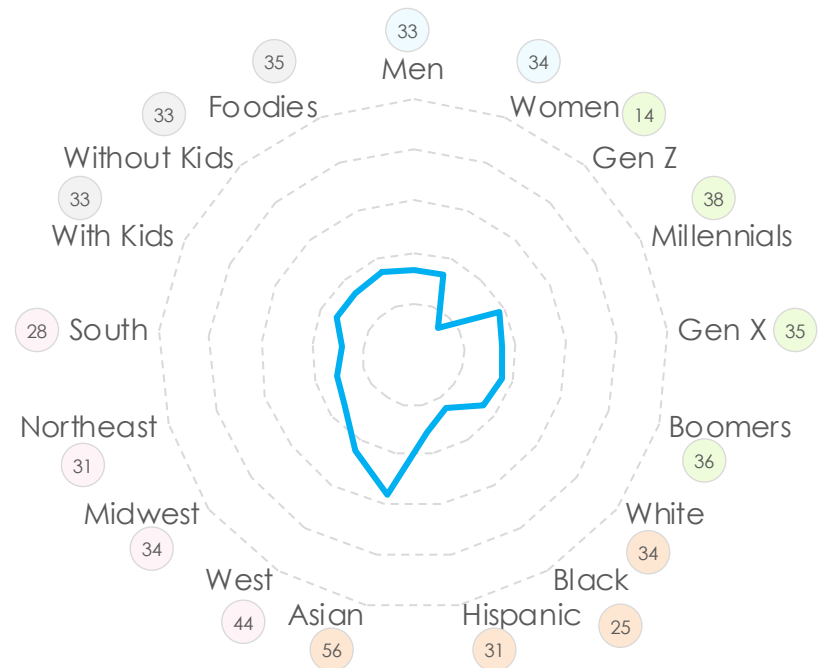
3% dislike

4% hate it

RANK among  
Fruits & Veggies  
**#209 of 312**

## WHO REALLY LOVES IT?

Normative indices shown  
50 = avg among group





# 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.

