



MUSHROOM INTRODUCTIONS

top 250 chains & c-stores | SCORES top performers | FLAVOR profile Q3 2018



JULY

10 introductions



Mediterraneo Salad

Bertucci's Brick Oven Pizzeria | Jul 2018

Mesclun, arugula, roasted button mushrooms, goat cheese, homemade sun-dried tomato vinaigrette.



Goat Cheese Veggie Omelet

Bob Evans | Jul 2018

Three farm-fresh eggs loaded with broccoli, sauteed onions, mushrooms, red & green bell peppers and cheddar cheese. Topped with crumbled goat cheese and finished with fresh diced tomatoes and green onions.



Chicken Marsala

Carrabba's | Jul 2018

Wood-grilled and topped with mushrooms and our Lombardo Marsala wine sauce. Served with roasted carrots Paired with Markham Merlot. You and your guests are invited to celebrate the farmers that cultivated wine culture in America as we head into harvest season for just \$40 per person. Includes 4 courses each paired with a glass of wine.



Chicken Fontina

Maggiano's | Jul 2018

Mushrooms, Tomatoes, Italian Cheese Blend, Tomato Ragu, Garlic Mashed Potatoes.



Kona Steakhouse Roll

Kona Grill | Jul 2018

Tender slices of soy and sake marinated filet layered with charred mushrooms in a Uramaki Roll, topped with brussels sprouts, yamagobo, K1 steak sauce and fried shallot rings for a classic Steakhouse twist on a traditional sushi roll.



Chipotle Chicken Skillet

Perkins | Jul 2018

Hand-breaded buttermilk fried chicken with grilled zucchini, summer squash, crimini mushrooms, red peppers and red onions, all on a bed of smashed tots. Topped with American cheese, Applewood smoked bacon and two eggs, served with fresh avocado and a Chipotle Ranch drizzle.



Create A Sampler Italiano

Olive Garden | Jul 2018

Choose: NEW loaded pasta chips, parmesan zucchini bites, calamari, stuffed mushrooms (with clams), fried mozzarella, lasagna frita, or toasted beef and pork ravioli. Three Choices \$11.79; Two Choices \$9.79



Asiago Bacon Chicken

Ruby Tuesday | Jul 2018

Two grilled chicken breasts with baby 'bella mushrooms, bacon, Parmesan cream sauce, and Asiago cheese.



Chicken Fried Rice Bowl

Yard House | Jul 2018

Spinach, asparagus, edamame, smoked tofu, shiitake mushrooms, green onions. Gardein option available.



Sesame Chicken & Noodles

Yard House | Jul 2018

Spinach, asparagus, edamame, smoked tofu, shiitake mushrooms, green onions. Gardein option available.



AUGUST

7 introductions



Steakhouse Burger

Black Bear Diner | Aug 2018

Beef patty with horseradish aioli, blue cheese crumbles and grilled mushrooms and onions on a cornmeal dusted Kaiser bun. Comes served with fries.



Supreme Pan Pizza

Cici's Pizza | Aug 2018

Supreme PAN starts with the same crispy, golden, pan-baked crust made fresh every day; sauce and 100% real cheese. Then, after we load it up with all your favorite meaty toppings—like pepperoni, beef and sausage—we add sweet red onions, crunchy green peppers and savory mushrooms, covering every inch of that golden crust for a PAN Pizza that's Supreme in every way.



Truffled Wild Mushroom Fritta

First Watch | Aug 2018

A classic frittata with truffle-roasted shiitake and Crimini mushrooms, shallots and garlic & herb cream cheese topped with lemon dressed arugula. Served with fresh fruit and ciabatta toast.



Farmhand Steak Sandwich

Granite City Food and Brewery | Aug 2018

Herb-marinated flank steak stacked on grilled ciabatta with Havarti cheese, truffle aioli, arugula, caramelized onion, and balsamic-roasted portabella mushroom. Served with natural-cut fries.



Bourbon Barrel Steak Tips

Granite City Food and Brewery | Aug 2018

Charbroiled top sirloin steak tips, finished in a Blue-Eyed Brunette mushroom demi-glace, served with crispy-fried onion strings and creamy horseradish dipping sauce.



Zucchini Pesto With Grilled Chicken

Noodles & Co | Aug 2018

Zucchini noodles with basil pesto and garlic, cream, grilled chicken, mushrooms, tomato and Parmesan.



White Cheddar Stuffed Mushrooms

Longhorn Steakhouse | Aug 2018

Fresh, roasted mushrooms hand-stuffed with garlic herb cheese, topped with a Parmesan crust and served over a creamy blend of four melted cheeses.



SEPTEMBER

15 introductions



Prosciutto & Fontina Stuffed Pork Chops

Carrabba's | Sep 2018

Two center-cut, wood-grilled pork chops stuffed with fontina and prosciutto, topped with mushrooms and our Lombardo Marsala wine sauce.



Rigatoni Martino

Carrabba's | Sep 2018

Wood-grilled chicken, sautéed mushrooms and sun-dried tomatoes tossed in our tomato cream sauce and topped with ricotta salata.



Tuna Poke

Cheesecake Factory | Sep 2018

Fresh raw ahi tuna with soy-sesame, garlic, onion and ginger. served over white rice or kale-cashew salad with avocado, edamame, shitake mushrooms, cucumber and sriracha aioli.



Portobello Mushroom Sirloin

Golden Corral | Sep 2018

If you love beef, you belong at our Beef Lover's Banquet, where you can get premium, hand-carved beef done to perfection! Available as part of our all you can eat dinner buffet for just \$13.99!



Pretzel & Pecan Crusted Cod

Gordon Biersch Brewery Restaurant | Sep 2018

Chardonnay mushroom cream spatzle & seasonal veggies.



Chicken Schnitzel

Gordon Biersch Brewery Restaurant | Sep 2018

Breaded chicken, crimini mushroom spatzle, white wine & lemon caper sauce.



Umami Mushroom Flatbread

Kona Grill | Sep 2018

With fresh charred mushrooms, brussels sprouts, fresh mozzarella & parmesan, a white miso glazed crust, and sprinkled with dancing bonito flakes!



Thai Chicken Soup

Newks Eatery | Sep 2018

With sliced mushrooms, chopped carrots, diced red and green bell peppers, chicken, coconut milk and lemon grass with a touch of garlic, Sriracha chili sauce, turmeric and curry powder. Garnished with fresh cilantro.



Beer Braised Beef With Spätzle

Old Chicago Pizza | Sep 2018

Pot roast braised with Samuel Adams Octoberfest, atop a bed of spätzle and mushroom gravy, garnished with fresh tomatoes.



Bratwurst Mac N' Cheese

Old Chicago Pizza | Sep 2018

Sliced bratwurst, mushrooms, peppers and onions blended in a rich golden beer cheese sauce tossed in corkscrew macaroni. Topped with cheddar cheese, parsley and buttery toasted breadcrumbs.



Bratwurst Pizza

Old Chicago Pizza | Sep 2018

Bratwurst, red onions, green peppers, mushrooms, mozzarella, pizza sauce and beer cheese sauce, garnished with green onions.



Meatball Supreme Pizza

Pizza Inn | Sep 2018

Featured on the All Day Buffet, the Meatball Supreme Pizza is a delicious combination of meatballs, onions, green peppers, mushrooms, cheese and pizza sauce. Just in time for the new school year and football season, this hearty pizza is the perfect post-practice treat for the whole family.



Filet Mignon Medallions With Shrimp-Mushroom Ragout

Shari's | Sep 2018

USDA Choice Char-grilled Filet Mignon served over rice pilaf topped with a shrimp-mushroom ragout, red wine sauce and Willamette Valley vegetables.



Classic Sonic Signature Slinger

Sonic Drive-In | Sep 2018

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.



Bacon Melt Sonic Signature Slinger

Sonic Drive-In | Sep 2018

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.

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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The combination of 100% pure beef and mushrooms in the Sonic's Signature Slinger with classic burger toppings resulted in high purchase intent, frequency, draw, and value.

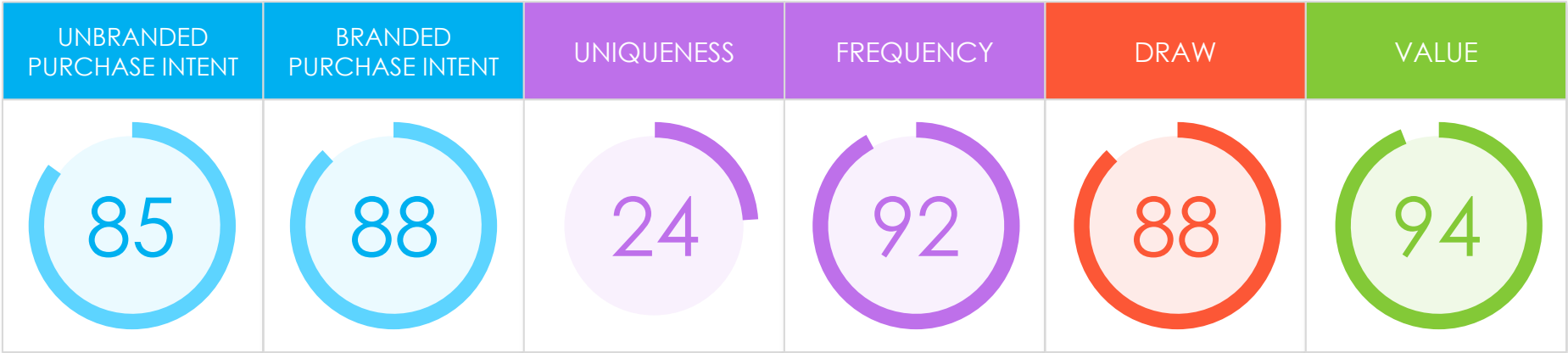
ITEM:

Classic SONIC Signature Slinger

OPERATOR: Sonic Drive-In	ITEM TYPE: Returning Item	DATE: Sep 2018	PRICE: \$2.17
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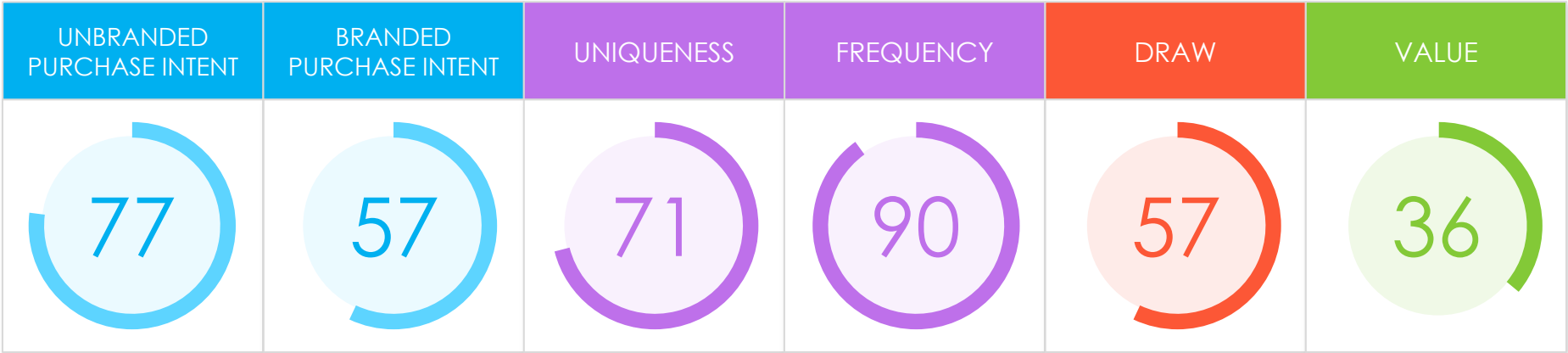
DESCRIPTION:

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.



Longhorn Steakhouse revamped a classic appetizer with a blend cheeses scores well in purchase intent, uniqueness, and frequency.

ITEM: White Cheddar Stuffed Mushrooms			
OPERATOR: Longhorn Steakhouse	ITEM TYPE: Returning Item	DATE: Aug 2018	PRICE: \$8.79
DESCRIPTION: Fresh, roasted mushrooms hand-stuffed with garlic herb cheese, topped with a Parmesan crust and served over a creamy blend of four melted cheeses.			





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:



Portobello Mushroom

consumer trial + affinity

source: Datassential FLAVOR™

MAC™ Stage

inception

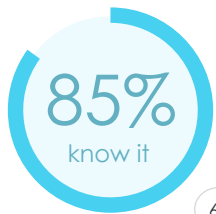
adoption

proliferation

ubiquity

EXPERIENCE

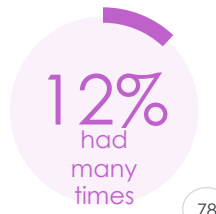
Normative indices in grey circles



RANK among
Fruits & Veggies
#107 of 318



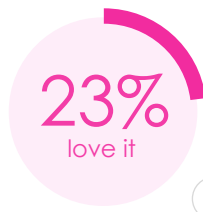
RANK among
Fruits & Veggies
#116 of 318



RANK among
Fruits & Veggies
#101 of 318

AFFINITY

Normative indices in grey circles



25% like it

11% neutral

5% dislike

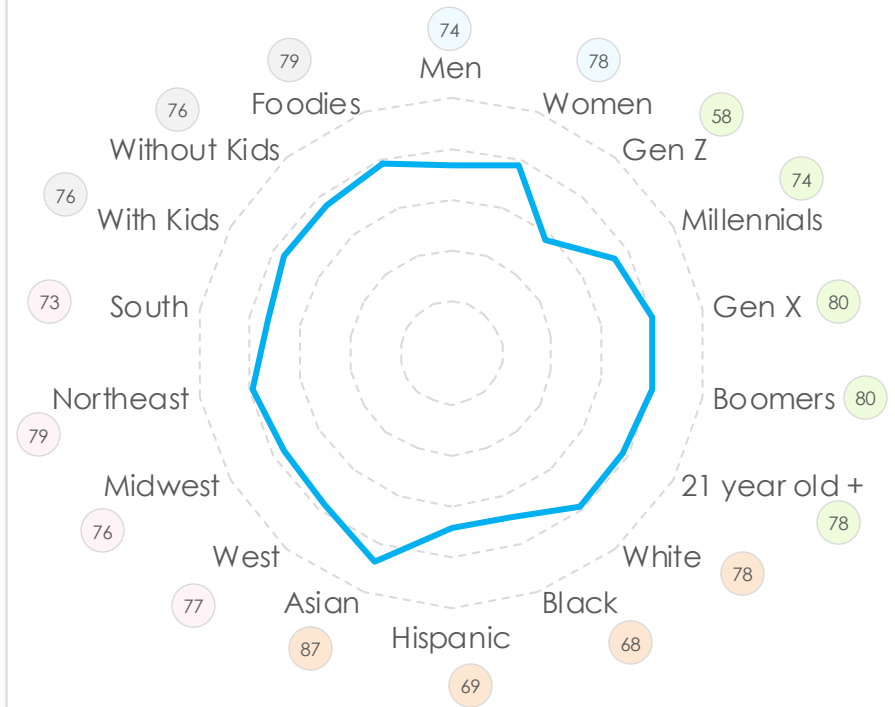
11% hate it

*25% have no opinion

RANK among
Fruits & Veggies
#84 of 318

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.

