



MUSHROOM TRENDS

varieties | pizza | entrées | sandwiches | burgers | apps | breakfast

AUGUST 2019

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OVERALL TRENDS



MUSHROOM VARIETIES

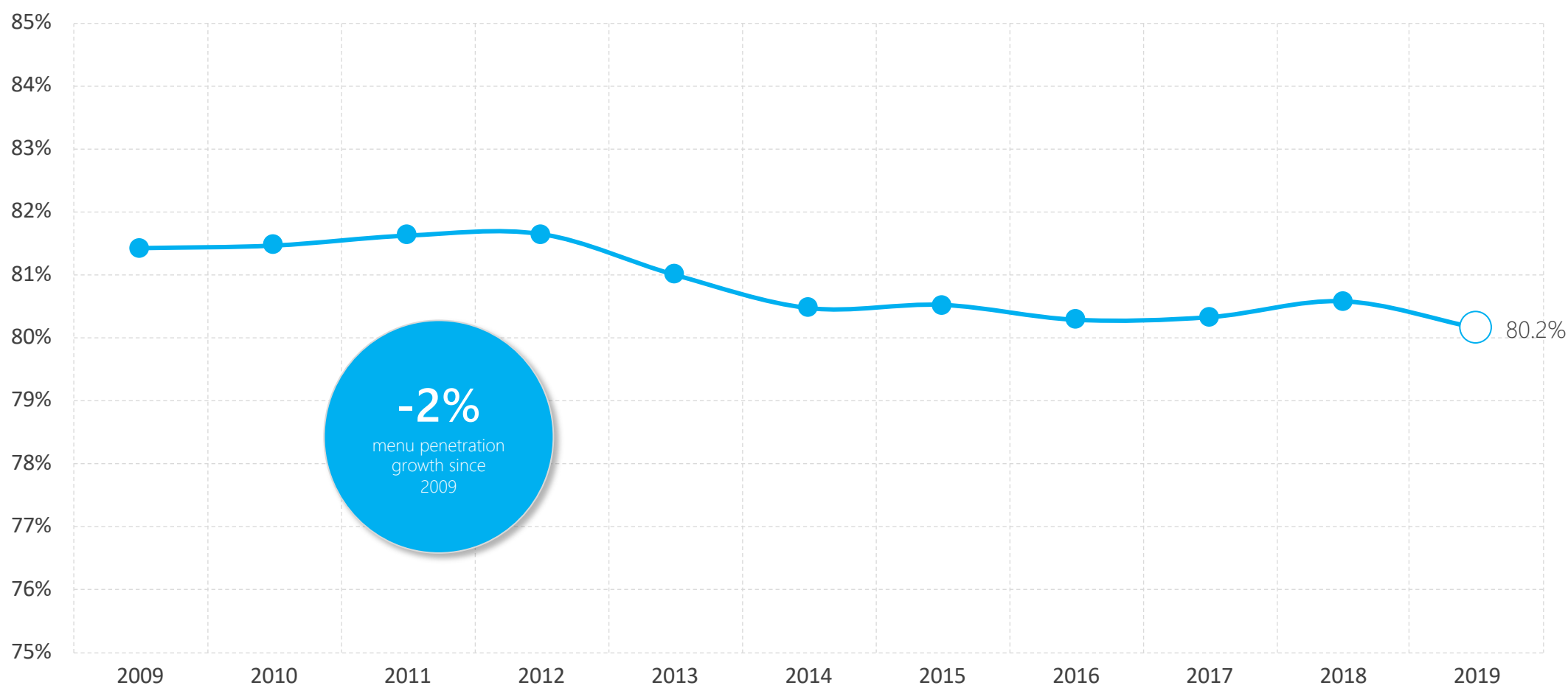


Mushrooms are found on 8 out of 10 restaurant menus.

» Mushrooms have experienced a slight decline on menus over the past 10 years.

MUSHROOMS

penetration time trend

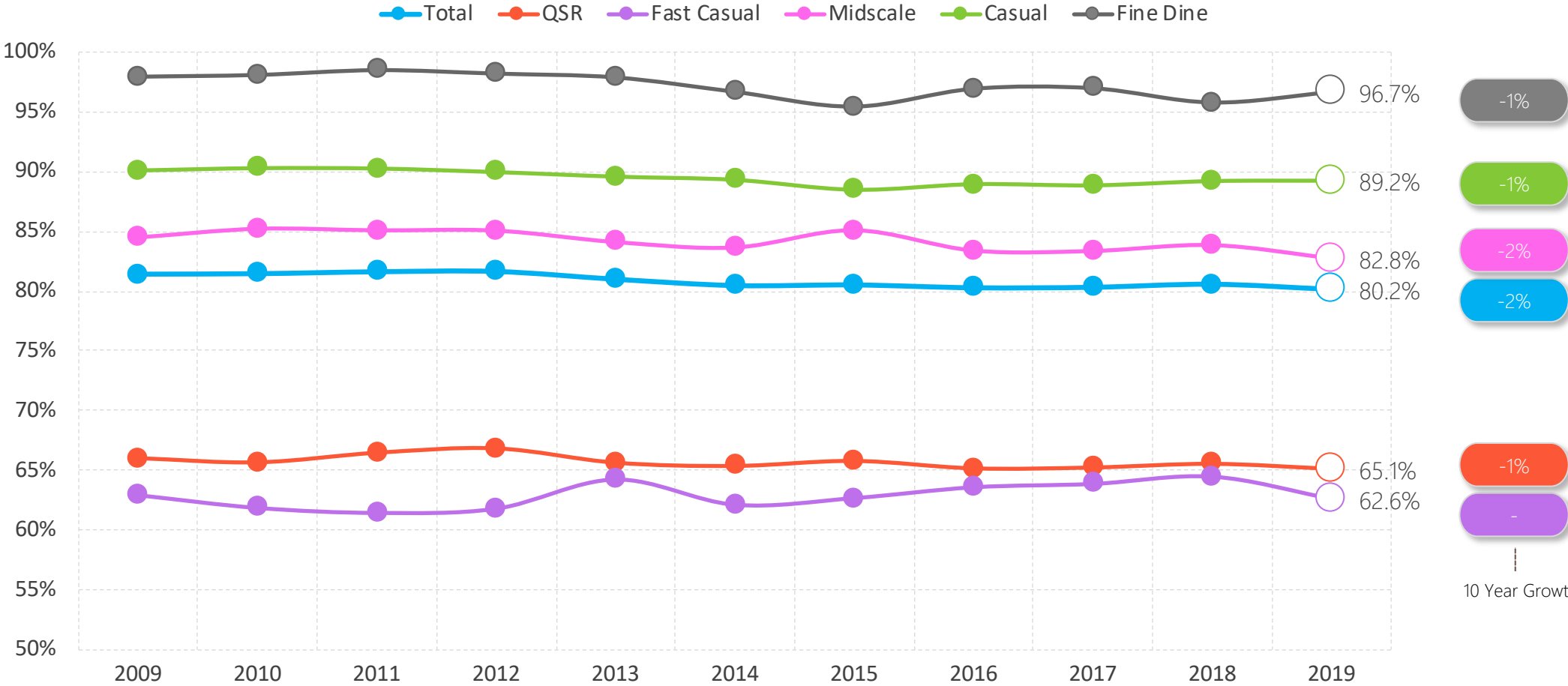


Overall mushrooms are a highly menued ingredient that often skew toward full-service restaurants.

» Mushrooms have experienced a slight decline in almost all segments the past 10 years.

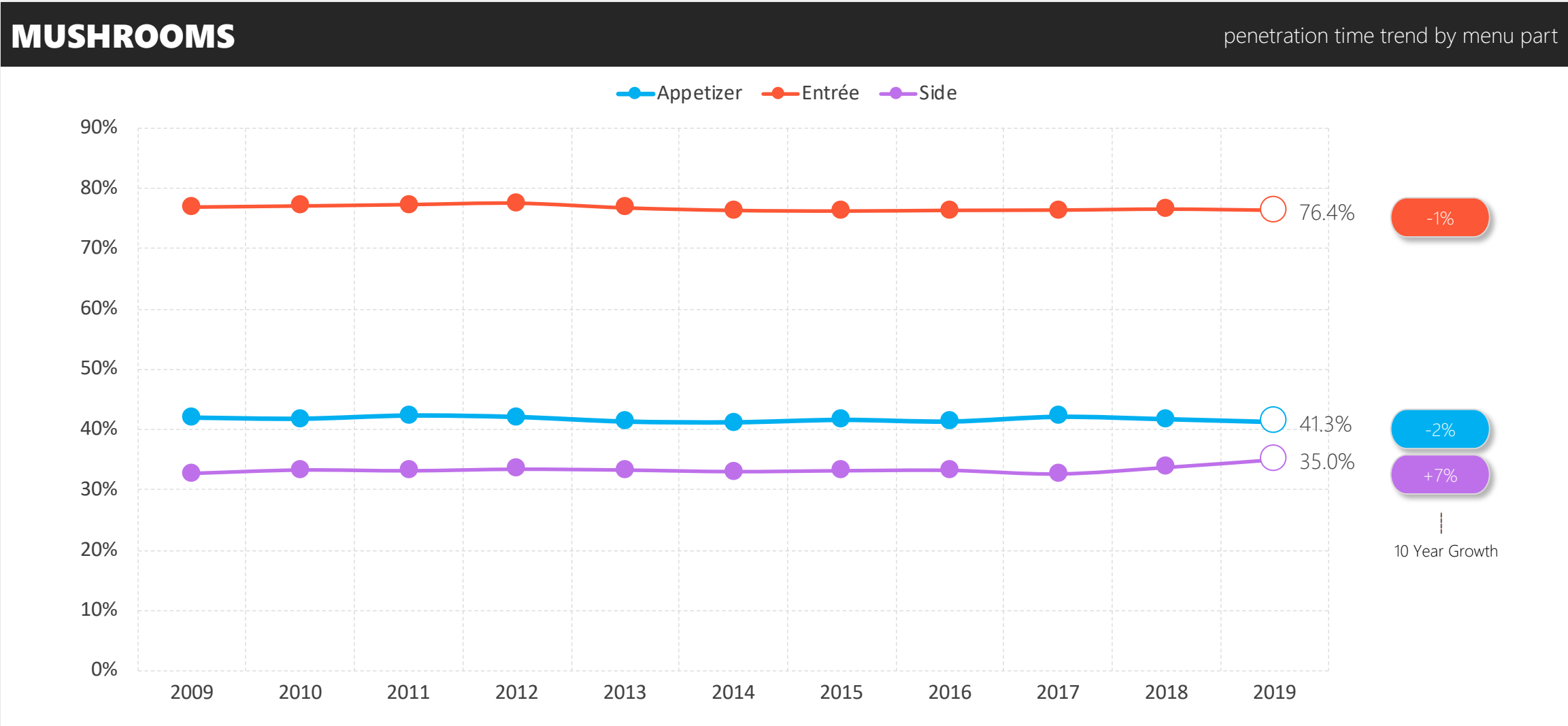
MUSHROOMS

penetration time trend by segment



Mushrooms have been steadily featured on menus over the years but skew towards entrées.

» The usage of mushrooms has increased on side menus over the past 10 years.

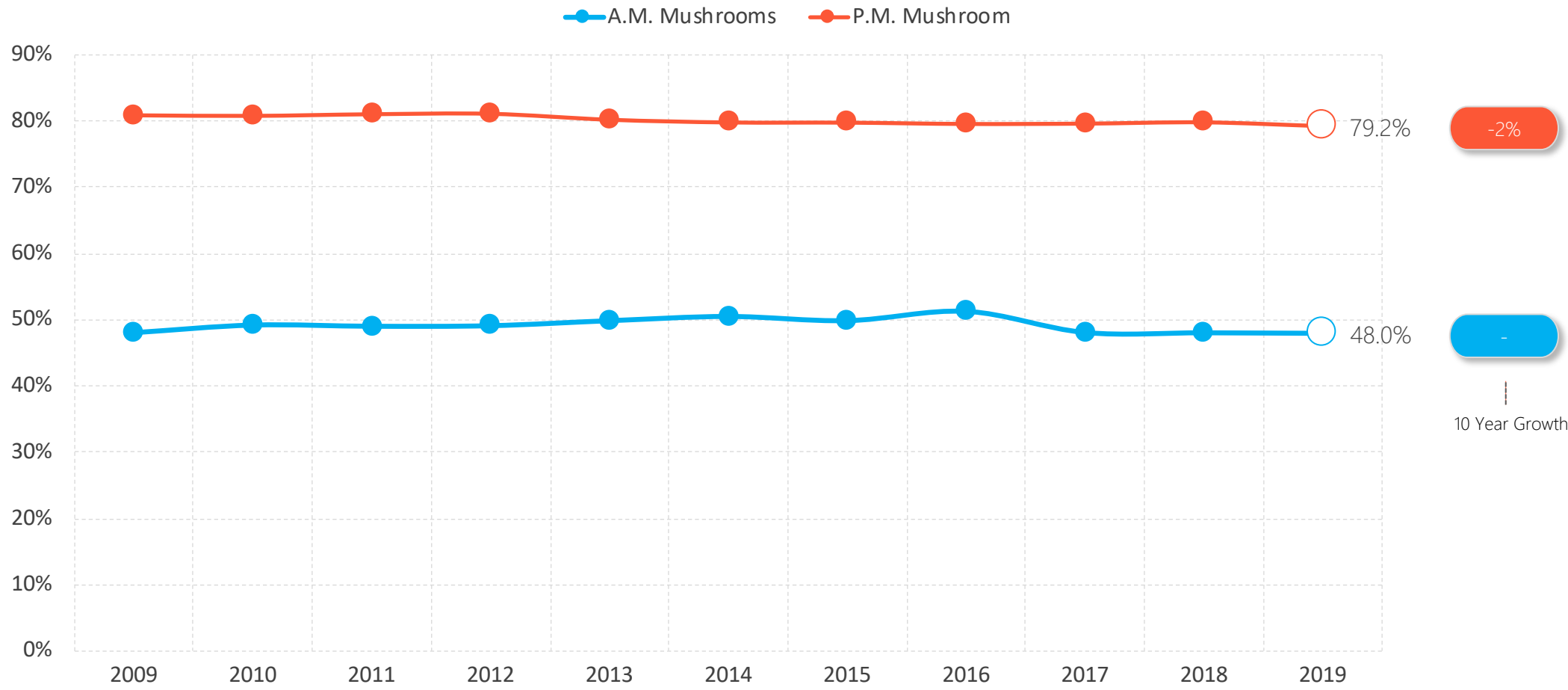


Mushrooms are a staple on both A.M. and P.M. menus, however, are more commonly featured on P.M. menus.

» In 2016 mushrooms were featured on 51% of A.M. menus but took a 3% dip in 2017.

MUSHROOMS

penetration time trend by day part

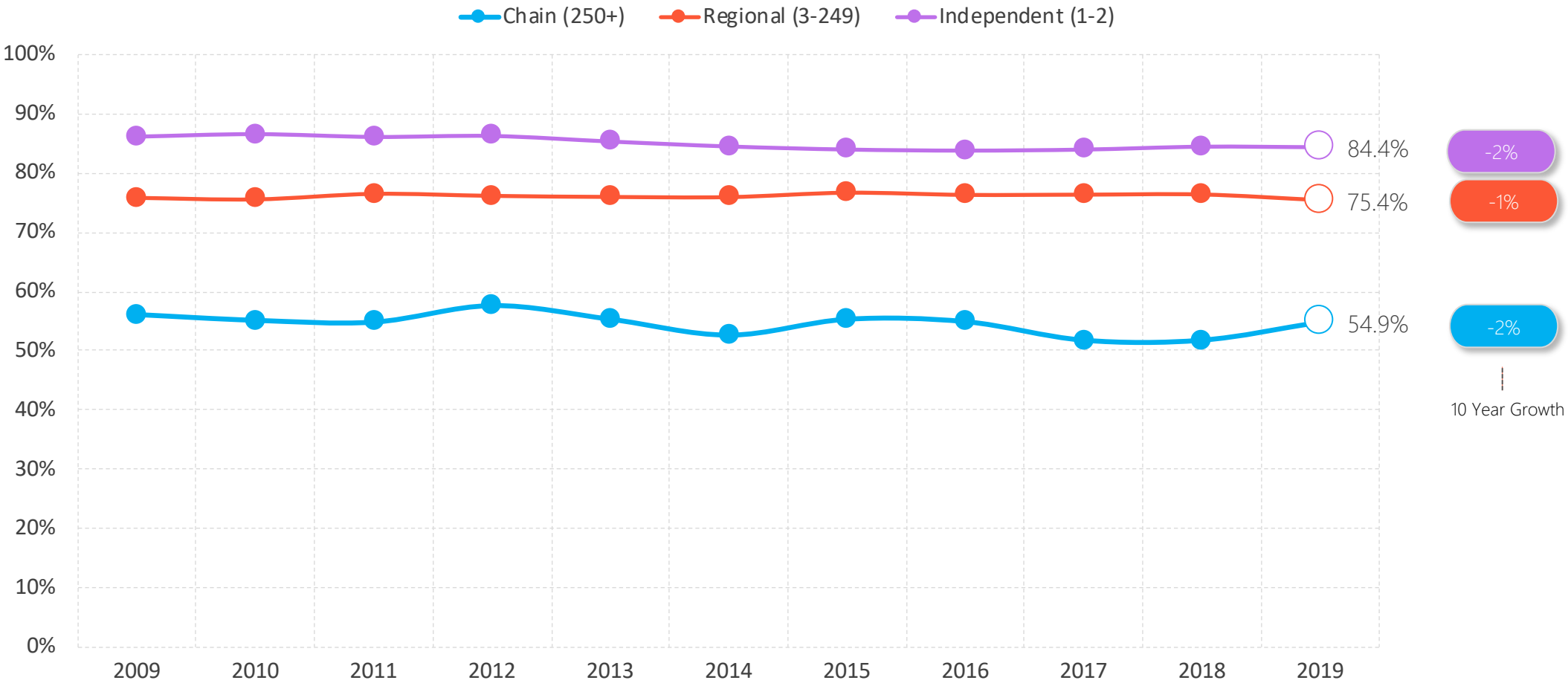


Independent restaurants are more likely to offer mushrooms.

» Compared to Independent and Regional restaurants, that have consistently menued mushrooms, Chains have experienced more fluctuation in their mushroom offerings.

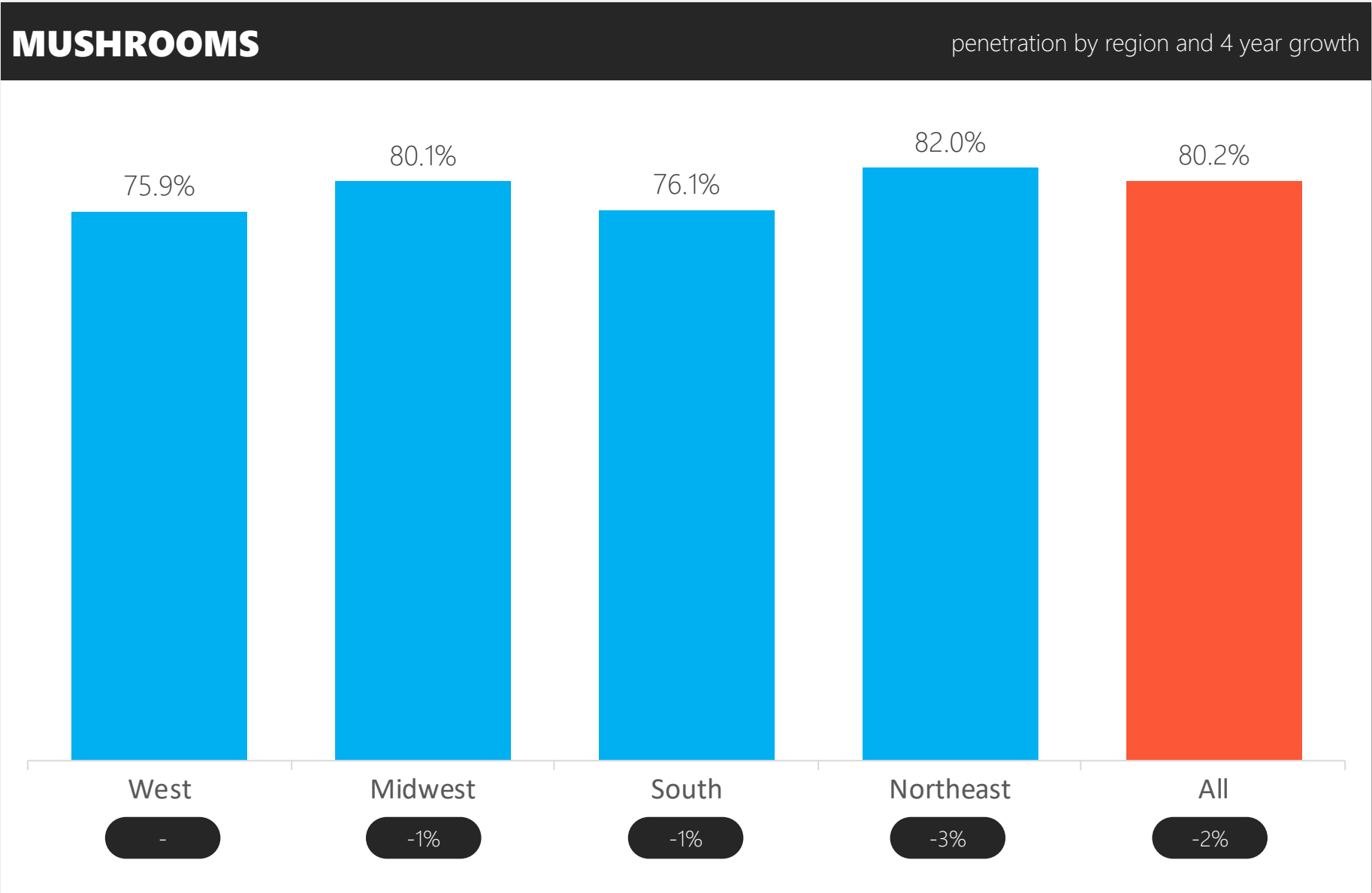
MUSHROOMS

penetration time trend by restaurant type



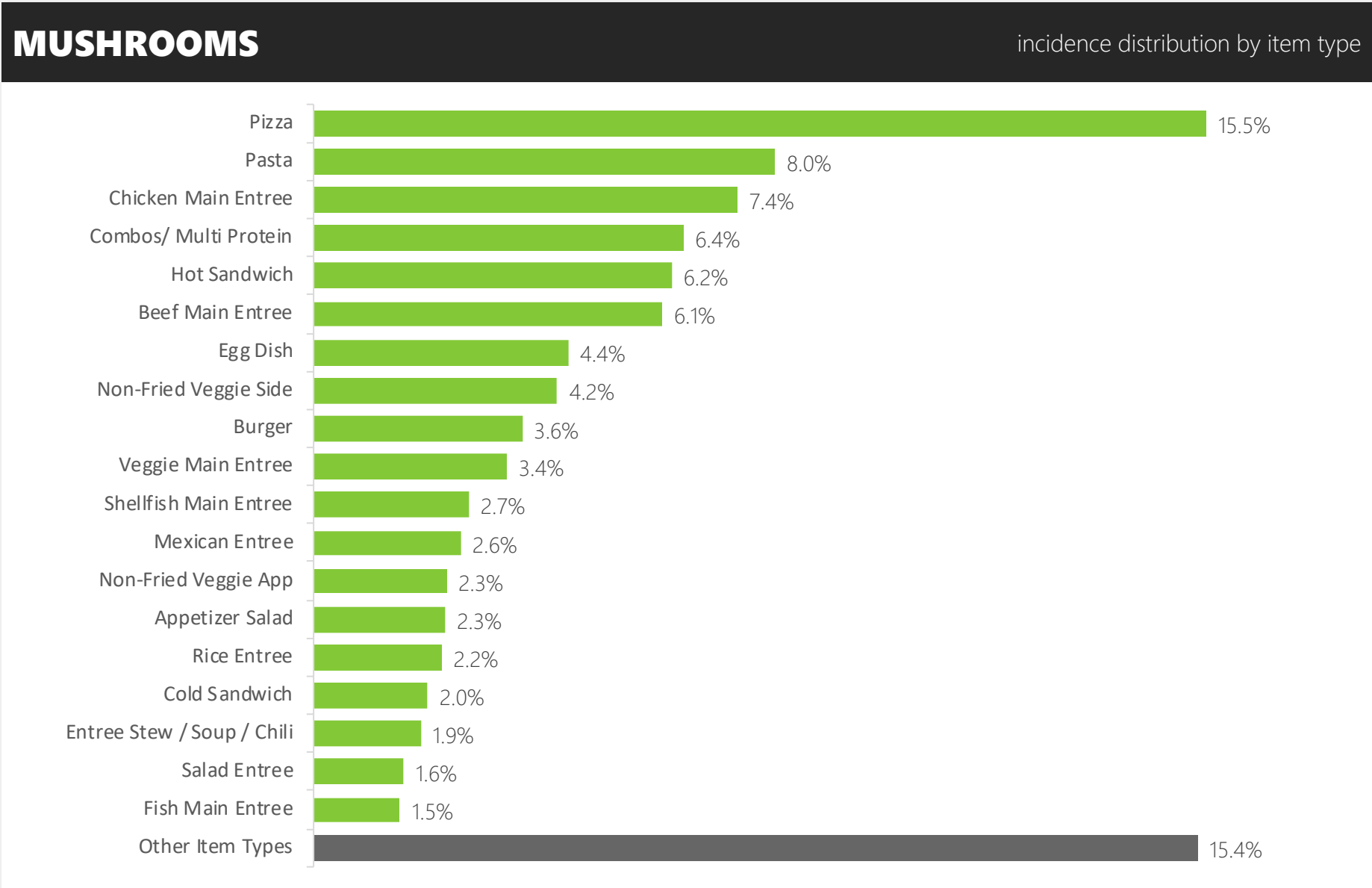
Mushrooms are highly
menued in all regions.

- » The Northeast has the highest concentration of mushrooms, featured on menus slightly above the total US.
- » Over three-fourths of restaurants in the West and South offer mushrooms.
- » All segments have experienced a decline of mushrooms on menus the past 4 years, except for the West which has remained flat.



Mushrooms are a versatile ingredient with the ability be used in a variety of applications.

- » Traditional Italian dishes including pizza and pasta are among the top dishes, and pair well with mushrooms.
- » Mushrooms are often found as a toppings on handhelds such as burgers and sandwiches.
- » A.M. menus often feature mushrooms in egg dishes such as omelets, frittatas, and skilletts.



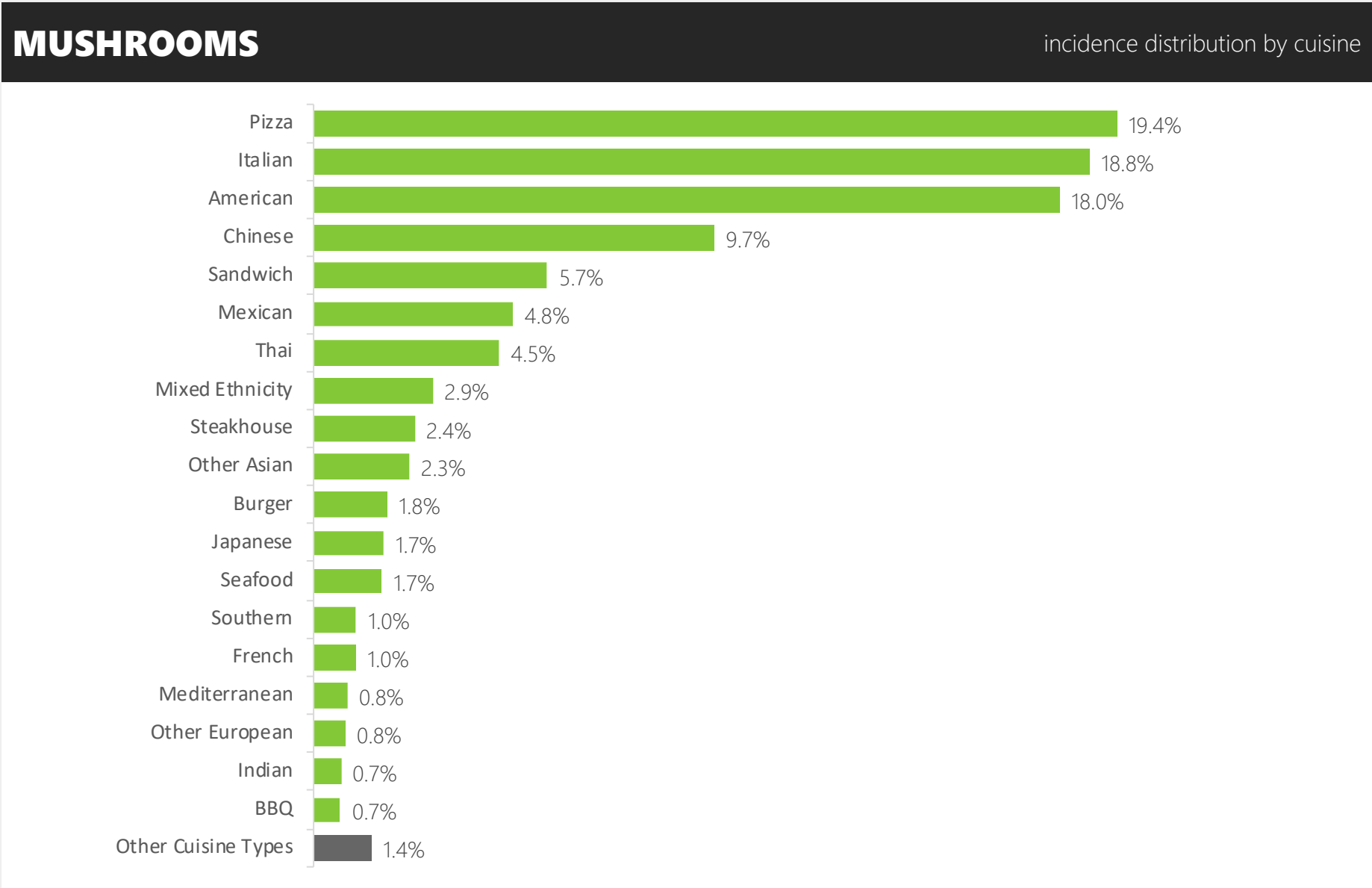
Three-fourths of pizza menus offer mushrooms as a topping.

- » Mushrooms are used in both fried and non-fried preparations in appetizers.
- » Handhelds including burgers and sandwiches showcase mushrooms as a topper or as a vegetarian protein replacement.
- » Soups, stews, and chili featuring mushrooms are the fastest growing application.

MUSHROOMS				ranked by penetration
Menu Item Types	Penetration %	1 Year Growth	4 Year Growth	
Pizza	76.7%	-1%	+2%	
Egg Dish	39.6%	+4%	-	
Pasta	38.2%	+1%	-3%	
Beef Main Entree	34.5%	-2%	-7%	
Burger	33.7%	+1%	-3%	
Non-Fried Veggie Side	33.2%	+3%	+3%	
Hot Sandwich	31.6%	-	-6%	
Veggie Main Entree	31.1%	-6%	-5%	
Chicken Main Entree	30.8%	-1%	-4%	
Non-Fried Veggie App	30.5%	-5%	-13%	
Rice Entree	22.8%	-	+7%	
Mexican Entree	21.2%	+1%	-4%	
Combos/ Multi Protein	21.0%	-2%	-	
Shellfish Main Entree	18.4%	-5%	-8%	
Other Entree	17.5%	-2%	-7%	
Other Side	17.2%	+3%	-10%	
Cold Sandwich	16.3%	+4%	-	
Fried Veggie App	15.9%	-5%	-13%	
Entree Stew / Soup / Chili	15.7%	+8%	+9%	
Appetizer Salad	14.0%	-2%	-7%	

Nearly two-thirds of all mushroom dishes appear at restaurants offering pizza, Italian, or American cuisine.

- » Mushrooms are commonly featured at Asian restaurants including Chinese, Thai, and Japanese.
- » Protein focused operators including steakhouses, burger, and seafood restaurants are among the top cuisines to offer mushrooms.



Mushrooms are found on nearly all Italian and pizza menus.

- » Mushrooms have experienced a lift at restaurants offering Asian dishes including Japanese, and Korean.
- » Hispanic restaurants including Central & South American and Mexican have expanded the use of mushrooms on menus.

MUSHROOMS				ranked by penetration
Cuisine Type	Penetration %	1 Year Growth	4 Year Growth	
Pizza	99.3%	-	-	
Italian	99.1%	-	-	
Other European	97.6%	+3%	+3%	
Thai	97.1%	-1%	+1%	
Chinese	94.5%	-1%	+1%	
French	93.8%	+2%	-1%	
Steakhouse	93.0%	-	-1%	
Mixed Ethnicity	90.5%	-2%	-3%	
American	88.1%	-1%	-2%	
Other Asian	79.2%	+4%	+2%	
Seafood	74.8%	-	-3%	
Korean	73.9%	+2%	+13%	
Japanese	73.6%	+2%	+8%	
Central & So America	71.4%	+9%	+2%	
Burger	70.6%	+1%	+2%	
Sandwich	67.4%	-4%	-3%	
Southern	65.7%	-	+3%	
Indian	64.1%	-1%	-4%	
Mexican	61.2%	+1%	+3%	
Mediterranean	60.2%	+2%	-2%	

MUSHROOM VARIETIES



Mushrooms skew towards Casual and Fine Dining restaurants.

- » Mushrooms, especially wild varieties including truffle, porcini, and maitakes, skew towards Fine Dining restaurants.
- » Cultivated mushrooms like cremini and trumpet mushrooms have experienced growth the past 4 years.
- » Truffles usage has increased on menus beyond Fine Dining restaurants to create sauces and other seasonings.

MUSHROOM VARIETIES						ranked by menu penetration		
	QSR	FAST CASUAL	MIDSCALE	CASUAL	FINE DINE	ALL	1 YEAR GROWTH	4 YEAR GROWTH
Mushroom (All)	65.1%	62.6%	82.8%	89.2%	96.7%	80.2%	-1%	-1%
Portobello Mushroom	7.8%	16.1%	13.9%	17.7%	19.8%	14.3%	-3%	-16%
Truffle	2.8%	10.6%	6.0%	17.3%	56.5%	13.4%	+3%	+27%
Shiitake Mushroom	4.5%	7.5%	12.2%	15.7%	24.0%	12.0%	-3%	-1%
Wild Mushroom	1.5%	3.7%	4.5%	12.3%	31.0%	8.5%	-1%	-4%
Cremini Mushroom	1.1%	4.9%	2.2%	5.9%	9.1%	4.0%	+3%	+12%
Button Mushroom	2.0%	2.9%	4.1%	4.1%	4.3%	3.5%	-3%	-13%
Porcini Mushroom	0.5%	1.7%	1.9%	4.1%	12.5%	3.1%	+1%	-6%
Oyster Mushroom	0.1%	0.3%	1.1%	2.7%	6.4%	1.8%	-1%	-7%
Straw Mushroom	1.4%	0.3%	3.1%	1.7%	-	1.7%	-14%	-29%
Maitake	0.1%	-	0.4%	2.5%	6.7%	1.6%	-20%	+27%
Wood Ear Mushroom	0.9%	0.3%	1.8%	2.0%	1.5%	1.5%	+7%	+17%
Trumpet Mushroom	0.3%	-	0.8%	1.6%	7.9%	1.4%	+39%	+74%
White Mushroom	0.5%	0.6%	1.3%	1.1%	1.2%	1.0%	-4%	-21%
Chanterelle Mushroom	-	-	0.1%	0.7%	10.6%	1.0%	-22%	-9%
Enoki Mushroom	0.3%	0.3%	0.5%	1.3%	1.5%	0.8%	+8%	+2%

MenuTrends 2019, **PENETRATION:** Of restaurants serving apps, entrees, or sides, % that offer...

Mushrooms are more commonly found on restaurants in the Midwest and Northeast.

- » The Northeast offers a variety of mushrooms both cultivated and wild indexing above the total US.
- » Cultivated mushrooms, such as cremini and button, skew towards the Midwest.

MUSHROOM VARIETIES					ranked by menu penetration
	WEST	MIDWEST	SOUTH	NORTHEAST	ALL
Mushroom (All)	75.9%	80.1%	76.1%	82.0%	80.2%
Portobello Mushroom	12.0%	13.8%	13.7%	16.9%	14.3%
Truffle	13.0%	11.8%	11.2%	18.0%	13.4%
Shiitake Mushroom	11.9%	11.1%	9.4%	13.5%	12.0%
Wild Mushroom	7.7%	8.0%	6.8%	10.9%	8.5%
Cremini Mushroom	4.4%	4.8%	3.9%	4.6%	4.0%
Button Mushroom	3.1%	4.6%	4.0%	2.5%	3.5%
Porcini Mushroom	2.8%	2.4%	2.3%	4.4%	3.1%
Oyster Mushroom	1.1%	1.7%	1.3%	1.9%	1.8%
Straw Mushroom	1.2%	1.8%	1.0%	1.6%	1.7%
Maitake	1.5%	1.1%	0.7%	1.7%	1.6%
Wood Ear Mushroom	1.2%	1.3%	0.9%	1.5%	1.5%
Trumpet Mushroom	1.5%	0.8%	0.8%	1.6%	1.4%
White Mushroom	1.2%	0.8%	0.7%	1.4%	1.0%
Chanterelle Mushroom	1.5%	0.6%	0.2%	1.2%	1.0%

Mushrooms are found more often at Independent operators.

- » Regional operators are more likely to offer cultivated mushrooms like cremini and button.
- » Over half of all chains menu mushrooms.
- » Independents have the ability to use more seasonal ingredients like maitake, wood ear, and chanterelle mushrooms.

MUSHROOM VARIETIES				ranked by menu penetration
	CHAIN (250+)	REGIONAL (3-249)	INDEPENDENT (1-2)	ALL
Mushroom (All)	54.9%	75.4%	84.4%	80.2%
Portobello Mushroom	6.2%	14.1%	14.8%	14.3%
Truffle	4.4%	9.9%	16.1%	13.4%
Shiitake Mushroom	2.7%	6.7%	16.0%	12.0%
Wild Mushroom	-	6.1%	10.5%	8.5%
Cremini Mushroom	1.8%	4.1%	4.1%	4.0%
Button Mushroom	2.7%	4.1%	3.0%	3.5%
Porcini Mushroom	-	2.0%	4.0%	3.1%
Oyster Mushroom	-	0.4%	2.7%	1.8%
Straw Mushroom	-	0.4%	2.6%	1.7%
Maitake	-	0.2%	2.5%	1.6%
Wood Ear Mushroom	-	0.6%	2.2%	1.5%
Trumpet Mushroom	-	0.5%	2.1%	1.4%
White Mushroom	0.9%	0.7%	1.1%	1.0%
Chanterelle Mushroom	-	0.1%	1.7%	1.0%

Mushrooms are found on nearly three-fourths of all-day menus.

- » Foraged varieties of mushrooms like truffle, porcini, and chanterelle are more common on dinner menus.
- » Portobello and button mushrooms are frequently found on all-day menus.
- » Mushrooms are featured on nearly one-half of breakfast menus.

MUSHROOM VARIETIES

ranked by menu penetration

	Breakfast Menu	Lunch Menu	Dinner Menu	All-Day Menu	ALL
Mushroom (All)	48.0%	41.3%	61.9%	73.0%	80.2%
Portobello Mushroom	4.1%	6.8%	7.8%	12.1%	14.3%
Truffle	4.8%	5.3%	18.9%	8.7%	13.4%
Shiitake Mushroom	1.5%	4.1%	10.3%	9.4%	12.0%
Wild Mushroom	2.9%	4.3%	11.5%	5.1%	8.5%
Cremeni Mushroom	2.2%	1.7%	4.0%	2.7%	4.0%
Button Mushroom	0.8%	0.5%	2.2%	2.8%	3.5%
Porcini Mushroom	0.4%	1.2%	4.5%	1.6%	3.1%
Oyster Mushroom	0.5%	0.4%	2.2%	0.9%	1.8%
Straw Mushroom	-	0.4%	0.8%	1.5%	1.7%
Maitake	0.3%	0.5%	2.7%	0.6%	1.6%
Wood Ear Mushroom	-	0.6%	0.9%	1.3%	1.5%
Trumpet Mushroom	-	0.2%	2.3%	0.6%	1.4%
White Mushroom	0.1%	0.4%	0.5%	0.7%	1.0%
Chanterelle Mushroom	0.1%	0.2%	2.1%	0.2%	1.0%

RESTAURANT	ITEM	DESCRIPTION
11th Tiger	Spicy Crispy Prawns And Portobello	crispy portobello and prawns sautéed in glazed basil sauce with bell pepper and sweet basil leaves.
Afuri	Truffle Miso Ramen	miso tare, mushroom plus tomato broth, wild mushroom , bean sprout, chinese chive, truffle oil. vegan. gluten free option.
Art House Café	Wild Mushroom Pizza	garlic oil base, roasted portobello , shitake , cremini and chanterelle mushrooms , goat cheese, and grilled onion. finished with fresh basil and crispy capers.
Carving Board	The Bohemian Sandwich	hot veggie sandwich with oven roasted portabello mushrooms , sautéed red peppers, spinach, and onions, with basil pesto and melted mozzarella cheese served with sunflower seeds on a toasted telera roll.
Chino Latino	Mexico City Mushroom Quesadilla	flour tortilla filled with cremini and shiitake mushrooms , garlic, onion and epazote. mixed with queso chihuahua and topped with ancho-tomatillo salsa, mexican crema and a sunny side up egg.
Endolyne Joe's	Forager's Omelette	portobello , oyster and button mushrooms , laura chenel goat cheese, fresh-snipped herbs and sweet onions. served with a fruit salad.
Left Bank	Coq Au Vin	red wine marinated chicken leg and thigh, bacon lardons, baby carrots, button mushrooms , pearl onions, egg noodles.
Mediterranean Exploration Company	Hummus Pitriyot	maitake mushrooms , paprika, dill.
Muss & Turner's	Milk, Fennel, And Lavender Braised Lamb	porcini pappardelle, rapini, sheeps milk cheese.
Omelet Shoppe	Wild Mushroom Quiches	shitake , button , bella and oyster mushrooms , spinach, shallots, boursin cheese and egg custard in a pastry shell. vegetarian.
Osteria Marco	Ny Strip Salad	arugula, asparagus, portabella mushroom , roasted red peppers, parmesan vinaigrette.

RESTAURANT	ITEM	DESCRIPTION
Presidio Social Club	Classic Roasted Mary's Chicken	black trumpet mushrooms , roasted potatoes and black truffle jus.
Qulinarnia	Rack Of Lamb	large barley, beets, fried kale, chanterelle mushrooms sauce.
Sunda	Seared Salmon	enoki , shiitake , oyster , spinach, kombu, miso broth.
Sunda	Truffled Mushroom Futo Maki	shiitake , hon shimeji , oyster mushroom , truffled soy ponzu.
Sushi Den	Miso Soup	traditional japanese miso soup with tofu, seaweed, green onions, enoki , shimeji , and shiitake mushrooms .
Takito Kitchen	Earthy Mushroom Taco	sesame tortilal, pea shoots, cremini and oyster mushrooms , tomato-caper relish, queso fresco.
The Barrel Room	Garbanzos With Spinach	seared hen of the woods mushrooms , saffron rice, mojo carrot puree.
The Hook & Plow	Steak Frites	flat iron steak, porcini rub , onion jam, house fries, parmesan, au jus, basil aioli.
Tropical Chinese	Curry Coconut Beef Hot Pot	tender beef slices simmered with curry, coconut milk, onion and button mushroom .
True Food Kitchen	Ancient Grains Bowl	miso sesame glazed sweet potato, turmeric, charred onion, snow pea, grilled portobello , avocado, hemp seed. vegan.
Yao Restaurant & Bar	Szechuan Pork	spicy. shredded and sauteed with water chestnuts and wood ear mushrooms in our spicy szechuan sauce.

APPETIZERS



Four out of ten restaurants offer mushrooms on appetizers.

- » Mushroom varieties such as shiitake, truffle, and porcini are more common on Fine Dining appetizer menus.
- » Beyond truffle, portobello mushroom is the top mushroom variety.
- » Premium mushrooms like maitake and trumpets are among the fastest growing varieties of mushrooms on appetizer menus.
- » Truffles, which skews towards Fine Dining restaurants, have experienced growth on appetizer menus for their versatile use in oil, sauce, or as a garnish.

MUSHROOMS IN APPETIZERS

ranked by menu penetration

	QSR	FAST CASUAL	MIDSCALE	CASUAL	FINE DINE	ALL	1 YEAR GROWTH	4 YEAR GROWTH
Mushroom (All)	26.7%	23.6%	39.2%	49.5%	67.1%	41.3%	-1%	-1%
Truffle	0.7%	3.1%	3.4%	9.1%	34.5%	7.2%	+1%	+33%
Portobello Mushroom	2.5%	3.8%	3.9%	5.2%	8.9%	4.4%	-3%	-18%
Shiitake Mushroom	1.5%	3.1%	2.2%	5.0%	7.4%	3.6%	-1%	-2%
Wild Mushroom	0.3%	1.6%	1.0%	3.1%	8.3%	2.3%	+4%	-15%
Button Mushroom	0.8%	0.9%	1.3%	1.7%	0.3%	1.2%	+7%	-7%
Crimini Mushroom	0.2%	1.3%	0.3%	1.2%	3.1%	0.9%	-	+5%
Porcini Mushroom	0.4%	0.3%	0.3%	1.1%	3.4%	0.8%	+11%	+11%
Wood Ear Mushroom	0.6%	-	0.9%	1.0%	0.3%	0.8%	+21%	+25%
Oyster Mushroom	0.1%	-	0.3%	0.8%	1.8%	0.5%	-14%	+4%
Maitake	-	-	0.1%	0.7%	1.8%	0.5%	+17%	+161%
Trumpet Mushroom	0.2%	-	0.3%	0.5%	2.2%	0.5%	+10%	+49%
Enoki Mushroom	0.1%	-	0.3%	0.4%	0.6%	0.3%	-	-19%
Straw Mushroom	-	-	0.6%	0.1%	-	0.2%	-22%	-42%
White Mushroom	0.1%	-	0.2%	0.2%	0.3%	0.2%	-33%	-43%

MenuTrends 2019, PENETRATION: Of restaurants serving appetizers, % that offer...

Chicken, a top protein in appetizers, has the ability to transform into many applications including wings.

» Spicy additions like Calabrian chili, shishito, and pickled jalapeno presence on menus has increased as a topping, sauce, or center of the dish.

TOP INGREDIENTS ON APPETIZERS

TOP ranked by penetration	PENETRATION	1 YEAR GROWTH	4 YEAR GROWTH	TRENDING ranked by 4-year growth	PENETRATION	1 YEAR GROWTH	4 YEAR GROWTH
Cheese	79.1%	-	+1%	Calabrian Chili Pepper	1.1%	+13%	+205%
Tomato	70.7%	-	+3%	Pickled Red Onion	3.7%	+23%	+170%
Onion	69.7%	+1%	+4%	Green Goddess Dressing	1.3%	+19%	+164%
Chicken	63.3%	-	-	Wagyu	1.3%	+7%	+155%
Garlic	49.2%	-	+6%	Harissa	2.1%	+16%	+131%
Lettuce	46.0%	-2%	-1%	Blood Orange	1.2%	+58%	+127%
Cucumber	45.5%	+4%	+12%	Shishito Pepper	2.7%	-3%	+111%
Wing	43.3%	+2%	+3%	Pepita	2.8%	+13%	+111%
Shrimp	41.5%	+1%	-	Brussels Sprouts	7.4%	+10%	+110%
Mushroom	41.3%	-1%	-1%	Beer Cheese	2.3%	+34%	+109%
Bacon	36.8%	+1%	+8%	Chili Flakes	1.0%	+9%	+108%
Olive	36.0%	+1%	+4%	Black Truffle	1.3%	+28%	+103%
Potato	36.0%	-	+5%	Naan	1.2%	+17%	+99%
Carrot	34.2%	+3%	+12%	Pomegranate	3.7%	+10%	+98%
Mozzarella	33.7%	-	-5%	Pickled Jalapeno	2.3%	+25%	+94%

Mushrooms are found on 41% of appetizer menus.

» Vegetables used as garnish or toppings such as pickled red onion, black truffle, and nori have grown on appetizers.

TOP & TRENDING VEGETABLES ON APPETIZERS							
TOP ranked by penetration	PENETRATION	1 YEAR GROWTH	4 YEAR GROWTH	TRENDING ranked by 4-year growth	PENETRATION	1 YEAR GROWTH	4 YEAR GROWTH
Tomato	70.7%	-	+3%	Pickled Red Onion	3.7%	+23%	+170%
Onion	69.7%	+1%	+4%	Shishito Pepper	2.7%	-3%	+111%
Lettuce	46.0%	-2%	-1%	Brussels Sprouts	7.4%	+10%	+110%
Cucumber	45.5%	+4%	+12%	Black Truffle	1.3%	+28%	+103%
Mushroom	41.3%	-1%	-1%	Pickled Jalapeno	2.3%	+25%	+94%
Bean	37.5%	-2%	-	Kale	13.4%	+5%	+66%
Romaine	36.7%	-	+4%	Bok Choy	1.2%	+31%	+61%
Olive	36.0%	+1%	+4%	Cauliflower	10.7%	+13%	+60%
Potato	36.0%	-	+5%	Turnip	1.6%	+14%	+55%
Carrot	34.2%	+3%	+12%	Golden Beet	1.2%	+6%	+52%
Red Onion	33.5%	+6%	+14%	Butternut Squash	3.9%	+9%	+49%
Spinach	32.3%	-2%	-4%	Serrano Pepper	2.9%	-	+43%
Jalapeno Pepper	29.8%	+4%	+11%	Nori	1.4%	+8%	+42%
Corn	21.9%	-3%	+8%	Radish	10.7%	+8%	+40%
Celery	21.6%	-	+4%	Grape Tomato	6.0%	+6%	+36%

Asian style soups commonly featuring mushrooms such as hot and sour, tom yum, and tom kha are among the top and fastest growing appetizers.

- » Shareable appetizers such as stuffed mushrooms, fried mushrooms, and dumplings are highly menued.
- » Handhelds such as quesadillas, crostinis, and flatbreads are versatile platforms for mushrooms.

TOP APPETIZERS WITH MUSHROOMS

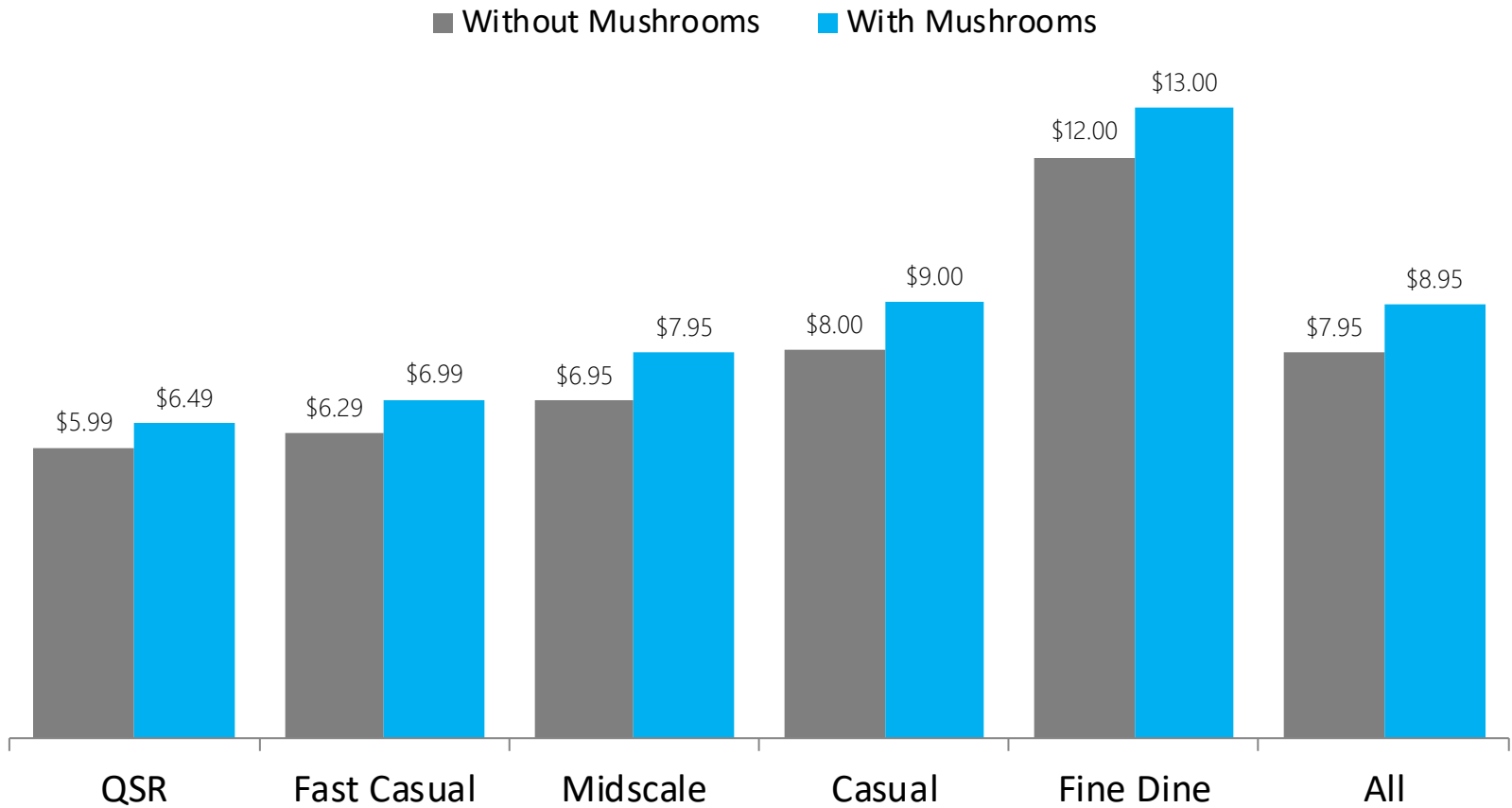
TOP ranked by penetration	PENETRATION	1 YEAR GROWTH	4 YEAR GROWTH	TRENDING ranked by 4-year growth	PENETRATION	1 YEAR GROWTH	4 YEAR GROWTH
Salad	30.1%	-	-4%	Hummus	1.1%	+20%	+79%
Stuffed Mushroom	16.6%	-3%	-3%	Tom Yum	1.9%	-10%	+50%
Soup	14.5%	+1%	+12%	Tom Kha	1.7%	+1%	+43%
Fried Mushroom	13.0%	-4%	-7%	Skewer	1.7%	+13%	+36%
Quesadilla	4.9%	+10%	+11%	Dumpling	2.3%	+10%	+34%
Mushroom Soup	4.3%	-	+5%	Hot And Sour	3.4%	-1%	+30%
Hot And Sour	3.4%	-1%	+30%	Chili	1.9%	-2%	+26%
Dumpling	2.3%	+10%	+34%	Vegetable Soup	1.2%	-4%	+15%
Spring Roll	2.1%	-11%	+1%	Quesadilla	4.9%	+10%	+11%
Mushroom Salad	2.1%	+10%	-13%	Crostini	1.7%	+12%	+11%
Flatbread	1.9%	-14%	+10%	Flatbread	1.9%	-14%	+10%
Pizza	1.9%	-10%	-17%	Tempura	1.6%	-6%	+7%
Tom Yum	1.9%	-10%	+50%	Lettuce Wrap	1.9%	+8%	+7%
Lettuce Wrap	1.9%	+8%	+7%	Mushroom Soup	4.3%	-	+5%
Ravioli	1.8%	-8%	-13%	Egg Roll	1.5%	+5%	+3%

The addition of mushrooms on appetizers increases the price in all segments.

» Appetizers featuring mushrooms price gap is minor compared to those without mushrooms.

MUSHROOMS ON APPETIZERS

median price by segment



	Price Gap**	% Increase***
QSR	\$0.50	+8%
Fast Casual	\$0.70	+11%
Midscale	\$1.00	+14%
Casual	\$1.00	+13%
Fine Dining	\$1.00	+8%
All	\$1.00	+13%

**price gap = With Mushrooms – Without Mushrooms

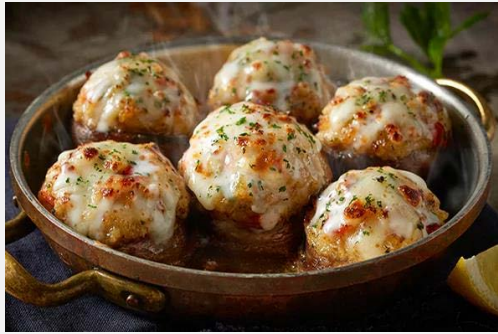
*** % increase = (With Mushrooms/Without Mushrooms)-1



Smoked Bruschetta

Macaroni Grill | Mar 2019

Warm whipped ricotta, rosemary oil, smoked buffalo mozzarella, sautéed spinach, roasted wild mushrooms + roasted tomatoes, atop thick slices of rustic bread.



Seafood Stuffed Mushroom

Olive Garden | Jan 2019

Shrimp, scallops, crab and white fish stuffing with herb breadcrumbs, parmesan, romano and mozzarella cheeses.



Farmers Market Flatbread

Bar Louie | May 2018

Roasted asparagus, sautéed mushrooms, diced green onion, mozzarella, provolone, and feta cheeses topped with fresh baby arugula and a zesty lemon vinaigrette.

MUSHROOMS IN APPETIZERS

restaurant menus

RESTAURANT	ITEM	DESCRIPTION
7 Tequilas Mexican Restaurant	Texas Fajita Nachos	grilled chicken, steak and shrimp with zucchini, squash and mushrooms .
Al Biernat's	Mini Beef Wellingtons	puff pastry with beef, mushroom , peppercorn sauce.
Alchemist Barrister	Flash Fried Sesame-Ginger Calamari	shiitake mushrooms , red bell peppers, scallions, black and white sesame seeds, drizzled with sriracha.
Barlow's Restaurant	Parmesan Truffle Fries	hand-cut fries, parmesan, truffle oil, roasted garlic aioli. gluten free option available.
Barton G. The Restaurant	The Devil's Egg	white truffle whipped deviled eggs, togarashi bacon crumble, crisp garlic, fresh black truffles and garden herbs. gluten free.
Chalin's Restaurant	Pan-Fried Vegetable Dumplings	stuffed with shredded cabbage, zucchini, black mushroom , carrot and string bean. low cholesterol and low fat.
Dotombori	Spicy Crab Mushroom	deep fried mushrooms stuffed with spicy crab.
Edwardo's Natural Pizza	Mushroom Fritters	lightly breaded mushroom and zucchini fried to a golden brown. served with ranch dressing.
Elephants Delicatessen	Porcini And Truffle Arancini	served hot. risotto with porcini mushrooms , prosciutto, truffle oil, white wine, and parmesan cheese.
G Michaels	Soy Caramel Glazed Pork Belly	soba noodles, carrot, shitake , scallion sauté, 5-spice reduction, pickled ginger.

MUSHROOMS IN APPETIZERS

restaurant menus

RESTAURANT	ITEM	DESCRIPTION
Hangawi	Maitake Mushroom Fritters	organic maitake mushrooms deep fried in crispy batter.
Jct Kitchen & Bar	Gnocchetti	pan-fried, mushrooms, brown butter apple cider.
Mike's Delicatessen	Burrata Platter	homemade burrata with radicchio, truffle oil, rescued balsamic and crispy speck.
Papa Vino's	Mushroom Ravioli	portobello mushroom ravioli with wild mushrooms and fresh spinach, served with a marsala cream sauce.
Pick Up Stix	Vegetable Spring Roll	crispy wrap filled with cabbage, green onions, noodles, mushrooms and carrots.
Preux & Proper	Avocado Toast	roasted kale, maitake mushrooms, charred leeks, toasted pumpkin seeds, soft cooked egg.
Seasons 52	Butternut Squash Soup	crispy shiitake mushrooms, chives.
Sticky Rice	Veggie Tempura	tempura fried asparagus, mushroom, sweet potato, onion, broccoli, and pineapple with ponzu dipping sauce. vegan.
Tasty Thai Restaurant	All Tom Yum Soup	spicy. the well known thai hot and sour soup with straw mushrooms in a tart lime broth of lemongrass, kaffir lime leaves, crushed chili peppers and cilantro with your choice of vegetables, chicken or beef.
Walter's Restaurant	Gorgonzola Salad	on romaine with walnuts, red onions, mushrooms, tossed in balsamic vinaigrette.



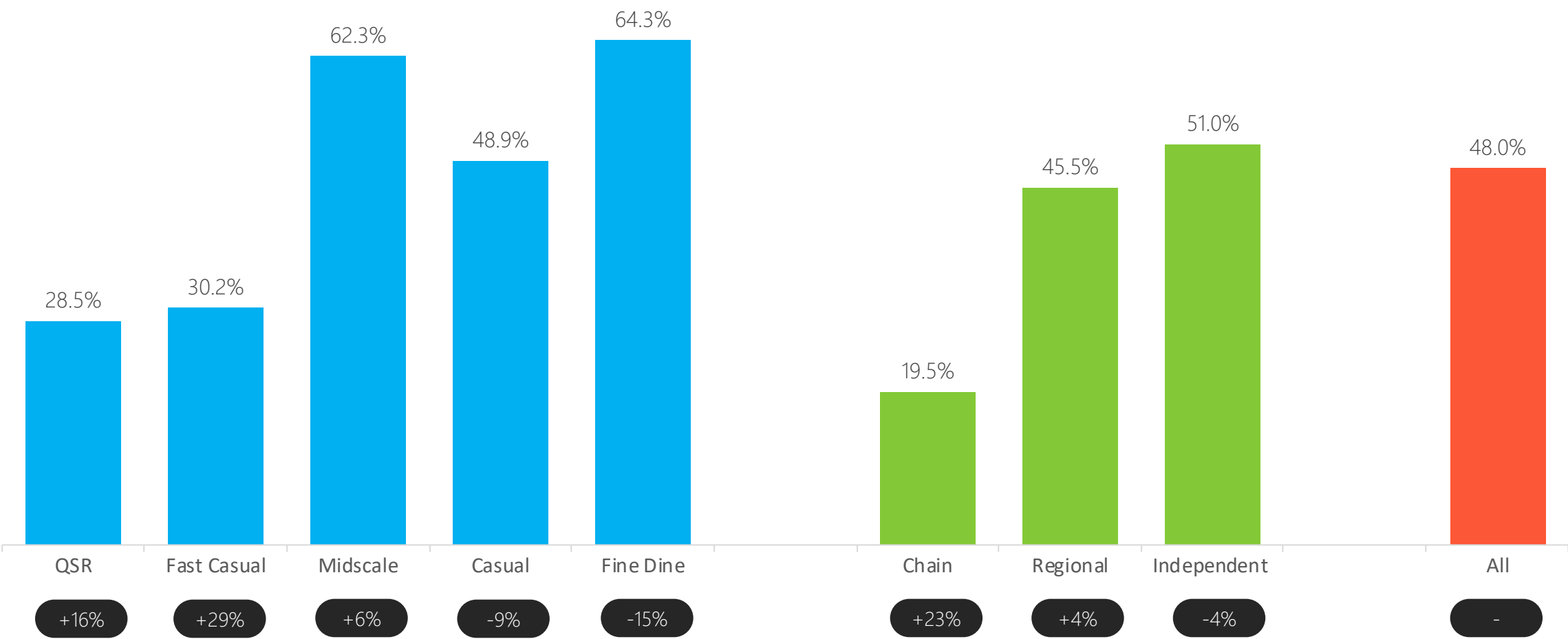
BREAKFAST

Two thirds of Fine Dining and Midscale operators offer mushrooms on breakfast menus.

- » LSRs serving mushrooms at breakfast has experienced rapid growth over the past 4 years.
- » Half of Independents offer mushrooms at breakfast.

BREAKFAST FEATURING MUSHROOMS

penetration by segment and 4 year growth



Almost half of all breakfast menus feature mushrooms.

- » Cremini mushrooms have experienced the fastest growth on breakfast menus as a popular omelette filling.
- » Truffles are experiencing a lift on breakfast menus as a versatile flavoring on sauces, vinaigrettes, and seasonings.
- » Shiitake mushrooms are much rarer on breakfast menus, however, they can be used as an upscale variety to more traditional portobello or creminis.

MUSHROOMS AT BREAKFAST				ranked by penetration
	Penetration %	1 Year Growth	4 Year Growth	
Mushroom (All)	48.0%	-	-4%	
Truffle	4.8%	+3%	+9%	
Portobello Mushroom	4.1%	-16%	-24%	
Wild Mushroom	2.9%	-14%	-17%	
Cremini Mushroom	2.2%	+5%	+49%	
Shiitake Mushroom	1.5%	-1%	+21%	
Button Mushroom	0.8%	-9%	+14%	

Omelettes featuring mushrooms are the most menued dishes with varieties including vegetarian, egg white, and mushrooms among the top dishes.

- » Eggs are a common base to showcase mushrooms at breakfast with dishes such as frittata, eggs benedict, and quiche among the top.
- » Blurred dayparts have many classic lunch and dinner dishes such as burgers and pizza featuring mushrooms growing on breakfast menus over the past 4 years.
- » Bowls have the ability to showcase mushrooms in a variety of ways from classic breakfast ingredients to more health forward variations.

TOP BREAKFAST DISHES WITH MUSHROOMS				ranked by penetration
	Penetration %	1 Year Growth	4 Year Growth	
Omelette	64.0%	+2%	-4%	
Vegetarian Omelette	19.0%	+2%	+3%	
Skillet	10.4%	+12%	+16%	
Sandwich	9.3%	+9%	-14%	
Frittata	8.2%	-4%	-5%	
Eggs Benedict	6.9%	+7%	+8%	
Egg White Omelette	6.1%	-14%	+1%	
Mushroom Omelette	5.6%	-3%	-24%	
Hash	5.1%	-14%	-2%	
Quiche	3.8%	-11%	-2%	
Burger	3.5%	-	+54%	
Wrap	3.5%	-	-20%	
Pizza	3.0%	-18%	+17%	
Burrito	2.9%	-14%	-7%	
Crepe	2.7%	-19%	-12%	
Bowl	2.6%	+23%	+293%	
Florentine	2.6%	-	-8%	
Biscuit & Gravy	1.9%	-	+18%	
Casserole	1.8%	-8%	+35%	
Taco	1.8%	-16%	+20%	

Mushrooms are found on nearly half of breakfast dishes with varieties like truffles, cremini, and shiitake among the fastest growing.

» Southern style meat such as fried chicken and brisket are growing in egg dishes.

TOP INGREDIENTS ON BREAKFAST ENTRÉES							
TOP ranked by penetration	PENETRATION	1 YEAR GROWTH	4 YEAR GROWTH	TRENDING ranked by 4-year growth	PENETRATION	1 YEAR GROWTH	4 YEAR GROWTH
Egg	92.5%	+1%	-1%	Chickpea	1.2%	+29%	+++%
Bacon	63.6%	+4%	-1%	Fried Chicken	1.6%	+53%	+++%
Cheese	62.8%	+3%	-6%	Lettuce	1.1%	-1%	+173%
Tomato	56.2%	+1%	-5%	Lime	1.4%	+35%	+173%
Onion	53.7%	-1%	-6%	Quinoa	1.4%	+15%	+173%
Sausage	52.6%	-	-7%	Aged Cheddar	1.6%	+5%	+121%
Mushroom	48.0%	-	-4%	Truffle	3.1%	+32%	+82%
Potato	46.3%	+4%	+9%	Vinaigrette	1.5%	+59%	+82%
Ham	45.1%	+2%	-13%	Fennel	1.3%	-7%	+82%
Spinach	44.7%	+8%	-	Cotija	2.8%	+25%	+76%
Cheddar	39.5%	+3%	-5%	Cremini Mushroom	2.2%	+9%	+75%
Avocado	28.3%	+16%	+22%	Shiitake Mushroom	1.2%	+17%	+69%
Bean	25.0%	+3%	+9%	Aioli	1.9%	+17%	+66%
Ranchero	22.7%	+7%	-2%	Brisket	1.1%	-1%	+56%
Salsa	21.4%	-3%	-9%	Cauliflower	1.6%	+41%	+55%

Mushrooms are a top vegetables featured in breakfast egg dishes used as a textural element in omelets, fritattas, and benedicts.

- » Truffle, cremini, and shiitake have experienced growth on breakfast menus.
- » Breakfast menus have seen an uptick in nightshades such as green tomato, tomatillo, and red pepper.

TOP & TRENDING VEGETABLES ON BREAKFAST ENTRÉES							
TOP ranked by penetration	PENETRATION	1 YEAR GROWTH	4 YEAR GROWTH	TRENDING ranked by 4-year growth	PENETRATION	1 YEAR GROWTH	4 YEAR GROWTH
Tomato	56.2%	+1%	-5%	Chickpea	1.2%	+29%	+++%
Onion	53.7%	-1%	-6%	Lettuce	1.1%	-1%	+173%
Mushroom	48.0%	-	-4%	Truffle	3.1%	+32%	+82%
Potato	46.3%	+4%	+9%	Fennel	1.3%	-7%	+82%
Spinach	44.7%	+8%	-	Cremini Mushroom	2.2%	+9%	+75%
Bean	25.0%	+3%	+9%	Shiitake Mushroom	1.2%	+17%	+69%
Green Pepper	15.7%	+8%	-4%	Cauliflower	1.6%	+41%	+55%
Bell Pepper	15.7%	-	-5%	Arugula	6.2%	+4%	+52%
Jalapeno Pepper	12.4%	-9%	-7%	Cherry Tomato	1.8%	-10%	+44%
Black Bean	12.3%	+5%	+14%	Green Tomato	1.1%	-1%	+43%
Broccoli	12.0%	+3%	-19%	Pea	2.0%	+89%	+37%
Red Pepper	10.4%	+20%	+23%	Sweet Potato	1.7%	-1%	+37%
Asparagus	8.7%	-1%	-4%	Tomatillo	2.7%	-10%	+28%
Green Onion	8.5%	+9%	-1%	Corn	5.7%	+1%	+27%
Red Onion	7.9%	+3%	+22%	Red Pepper	10.4%	+20%	+23%

Cheese is the top ingredient paired with mushrooms at breakfast with varieties such as aged cheddar, gruyere, and cheddar jack among the fast growing.

» Breakfast proteins including bacon, sausage, and ham are often paired with mushrooms.

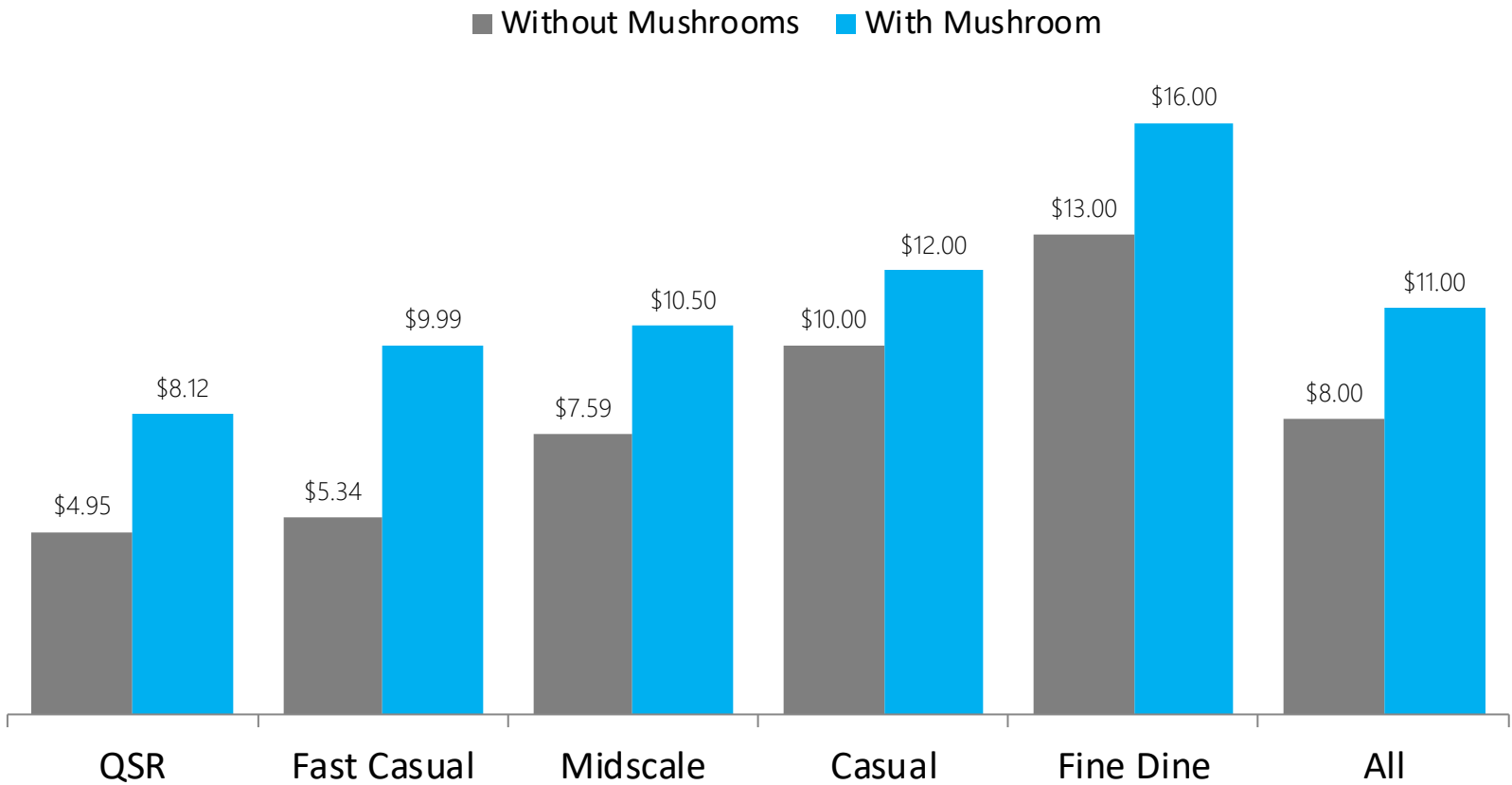
TOP INGREDIENTS IN BREAKFAST ENTRÉES PAIRED WITH MUSHROOMS							
TOP ranked by penetration	PENETRATION	1 YEAR GROWTH	4 YEAR GROWTH	TRENDING ranked by 4-year growth	PENETRATION	1 YEAR GROWTH	4 YEAR GROWTH
Cheese	65.4%	-1%	-2%	Aged Cheddar	1.3%	-20%	+++%
Egg	64.3%	-	+2%	Walnut	1.6%	-17%	+146%
Onion	64.3%	-1%	-3%	Cherry Tomato	1.6%	+43%	+96%
Tomato	55.7%	+2%	-3%	Smoked Ham	2.2%	-7%	+96%
Spinach	52.3%	+6%	+9%	White Wine	1.3%	-11%	+96%
Bacon	36.8%	+1%	-2%	Fried Egg	3.5%	-5%	+96%
Cheddar	36.3%	+3%	+1%	Gruyere	4.0%	-14%	+89%
Sausage	34.1%	-	+3%	Poblano	2.4%	-6%	+84%
Potato	33.6%	+3%	+7%	Quinoa	2.1%	+44%	+82%
Ham	30.7%	-2%	-6%	Aioli	1.4%	-10%	+77%
Swiss	22.2%	-2%	-7%	Cheddar Jack	2.1%	-13%	+60%
Green Pepper	17.9%	+5%	+3%	Crema	1.3%	-	+57%
Avocado	17.3%	+7%	+13%	Thyme	1.3%	-	+57%
Egg White	17.0%	-10%	-5%	Tofu	4.6%	+16%	+50%
Chicken	16.3%	+2%	+5%	Smoked Bacon	6.1%	+5%	+44%

Breakfast items featuring mushrooms command a higher price in all segments.

- » Fast Casual has the greatest increase compared to other segments.
- » Breakfast dishes featuring mushrooms at QSR and Fine Dining restaurants have a \$3 price gap.

BREAKFAST

median price by segment



	Price Gap**	% Increase***
QSR	\$3.17	+64%
Fast Casual	\$4.65	+87%
Midscale	\$2.91	+38%
Casual	\$2.00	+20%
Fine Dining	\$3.00	+23%
All	\$3.00	+38%

**price gap = With Mushrooms – Without Mushrooms

*** % increase = (With Mushrooms/Without Mushrooms)-1



Fit & Focused Veggie Hash

Black Bean Diner | May 2019

Two eggs with a hash of sautéed bell pepper, mushroom, zucchini, yellow squash and red potato, served with cherry tomato, avocado and one piece of dry whole wheat toast.



Prime Rib Tips Stuffed Hashbrowns

Huddle House | Mar 2019

Prime rib tips, two scrambled eggs, melty American cheese, sautéed mushrooms and caramelized stuffed between layers of crispy hash browns, served with buttery toast.



Gluten Free Spinach & Mushroom Souffle

Caribou Coffee | Jan 2019

Cage-free eggs baked with mushrooms, spinach, onions, and Swiss cheese.

BREAKFAST DISHES WITH MUSHROOMS

restaurant menus

RESTAURANT	ITEM	DESCRIPTION
Another Broken Egg Café	Protein Power Bowl	farro and red rice with turkey, arugula, spicy house-pickled beets, mushrooms , avocado and fresh mozzarella. with a spicy house-made honey garlic glaze.
Aquitaine	Avocado Toast	avocado, sunny up farm egg, confit cherry tomatoes, " shiitake bacon ", pickled radishes.
Beast & Bottle	Buttermilk Biscuits	maple-crimini mushroom gravy , aleppo pepper, sunny egg.
Blacksalt	Duck Confit Hash	sunny side duck egg, wild mushrooms , potatoes, pearl onion, madeira jus.
Cafe Benelux & Market	Hippie Brunch Bowl	farro, kamut, red quinoa, yams, sweet peppers, mushrooms , squash, garlic sauce, sriracha, cashews, jalapenos, poached eggs.
Café Selmarie	Wild Mushroom Breakfast Sandwich	scrambled egg and vinegar-marinated portobello mushrooms with sautéed kale and garlic, porcini-herb mayo and melted gruyere on a poppy seed challah roll; served with a side of chipotle-tomatillo salsa, sautéed potatoes and mixed greens.
El Camino	Huevos Con Setas	eggs with mushrooms , roasted poblano chiles and queso fresco.
First Watch	Power Wrap	egg whites, turkey, spinach, house-roasted crimini mushrooms and mozzarella in a sun-dried tomato-basil tortilla. served with fresh fruit and a side of housemade pico de gallo.
Five Leaves	Mushroom Toast	marinated mushrooms , buttermilk curd, lemon thyme, pickled shallot, preserved orange, on seven grain.
Granville	Chilaquiles	crispy tortilla, ancho chipotle jackfruit, roasted pepitas, avocado cilantro sauce, poblanos, mushrooms , red bells, jack cheese (v), green and red onion, lime vinaigrette. vegan. vegetarian. gluten free.
Honey Jam Café	West Coast Crepes	avocado, mushrooms , scrambled eggs, melted jack and cheddar cheeses folded into sweet crepes. served with a side of hollandaise sauce and hash browns.

BREAKFAST DISHES WITH MUSHROOMS

restaurant menus

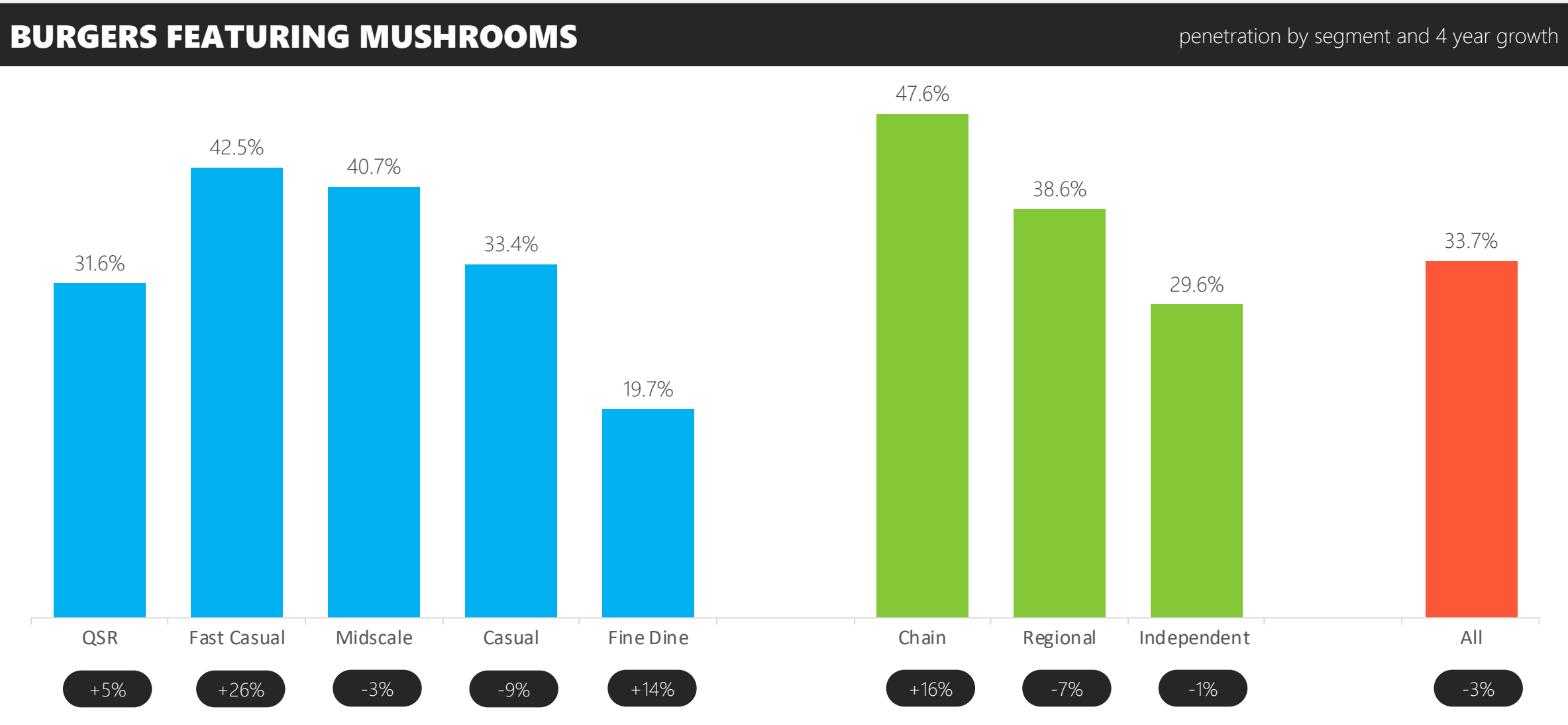
RESTAURANT	ITEM	DESCRIPTION
Huckleberry's	Quiche Florentine	farm fresh eggs, jack and cheddar cheese, spinach, sliced mushrooms , onions and bell peppers baked in a flaky butter-crust, topped with a dollop of sour cream.
Jinky's	Yucantan Quesadilla	eggs scrambled with chorizo, mozzarella and cheddar cheese, green onions and mushrooms served with salsa fresca, pea guacamole and sour cream with a side of fruit.
Josephine House	Grits And Greens Bowl	braised greens and roasted mushrooms , harissa, poached egg, crispy garlic.
Lago East Bank	Mushroom Frittata	oyster, shiitake, and cremini mushrooms , tallegio, chive salad.
Mercadito	Hongos Taco	wild mushrooms , onions, cilantro, salsa verde, queso fresco, radish, crema fresca. vegetarian.
Mott St.	Eggplant Benedict	onsen egg, english muffin, oyster mushroom , miso butter.
Palace Cafe	Shrimp And Grits	gulf shrimp, mushrooms , stone ground grits, creole meuniere sauce.
Siena Tavern	Lobster Hash	poached eggs, caramelized vegetables, house cured pancetta, truffle hollandaise .
Trencher	Chipotle Tofu Scramble	scrambled tofu with red peppers, scallions, tomatoes, nacho soy cheese, portobello mushrooms .
Xoco	Steak And Egg Torta	creekstone flank steak, scrambled eggs, salsa verde mojo, woodland mushroom , crema.
Ye Olde Waffle Shoppe	Stroganoff Omelet	sautéed ground beef, mushrooms , onion, sour cream and garlic.



BURGERS

Burgers with mushrooms are more common at Fast Casual and Midscale restaurants.

- » Of all the segments, Fast Casual has experienced the most growth the past 4 years.
- » Almost half of Chains offer a burger with mushrooms.



Burgers are an approachable platform for innovation from toppings to carriers to patties.

- » Mushroom Swiss Burgers are most common at Midscale, however, are among the top at almost all segments.
- » Plant based burgers have experienced rapid growth on menus as consumers are looking for an alternative to traditional burgers.
- » Operators are using different bases to create burger patties including poultry, black beans, and alternative proteins.

TOP BURGER VARIETIES

ranked by menu penetration

	QSR	FAST CASUAL	MIDSCALE	CASUAL	FINE DINE	ALL	1 YEAR GROWTH	4 YEAR GROWTH
Cheeseburger	63.5%	44.8%	60.2%	50.7%	33.7%	53.6%	+2%	-2%
Veggie Burger	24.4%	40.2%	29.4%	22.8%	7.3%	23.8%	+3%	+4%
Bacon Cheeseburger	27.0%	20.7%	25.9%	16.3%	4.1%	19.6%	-1%	-6%
Turkey Burger	16.1%	33.3%	19.9%	14.8%	4.7%	16.0%	-3%	-12%
Patty Melt	9.3%	8.0%	24.6%	8.2%	2.1%	11.4%	-2%	-9%
Slider	7.4%	13.8%	9.4%	12.1%	6.7%	10.2%	+14%	+7%
Mushroom Swiss Burger	9.6%	8.0%	11.1%	7.6%	1.0%	8.2%	+3%	-5%
Angus Burger	5.5%	3.4%	7.4%	7.1%	8.3%	6.8%	-4%	-11%
BBQ Burger	6.4%	12.6%	6.2%	7.6%	1.0%	6.7%	+2%	+8%
Double Cheeseburger	16.6%	9.2%	5.1%	2.9%	2.1%	6.3%	+3%	+1%
Plant Based Burger	3.4%	9.2%	4.1%	6.1%	5.7%	5.2%	+++%	+++%
Black Bean Burger	4.2%	12.6%	5.7%	5.2%	1.0%	5.0%	+12%	+23%
Mushroom Burger	4.7%	3.4%	6.8%	3.9%	0.5%	4.3%	-10%	-27%
Steak Burger	2.3%	3.4%	4.3%	5.5%	2.1%	4.3%	-7%	-3%
Chicken Burger	5.1%	13.8%	3.7%	3.1%	1.0%	3.9%	+1%	+1%
Half Pound Burger	1.1%	1.1%	4.5%	5.1%	0.5%	3.6%	-6%	+5%

+++ indicates growth over 200%

Mushrooms are found on a third of all burger menus.

- » Portobello mushrooms are used as a topping or as a vegetarian burger patty option making it the top mushroom variety.
- » Truffle is commonly paired with mayo or aioli on burgers.
- » Despite low penetration, varieties such as shiitake and cremini mushrooms have grown on burgers as toppings or blended into the patty.

TOP MUSHROOMS FEATURED ON BURGERS				ranked by penetration		
	Penetration %	1 Year Growth	4 Year Growth			
Mushroom (All)	33.7%	+1%	-3%			
Portobello Mushroom	3.8%	+6%	-7%			
Truffle	2.5%	+15%	+46%			
Shiitake Mushroom	0.6%	+18%	+75%			
Wild Mushroom	0.5%	-21%	-			
Cremini Mushroom	0.4%	+1%	+13%			
Button Mushroom	0.3%	+18%	-13%			

Cheese, a top ingredient on burgers, is commonly paired with burgers including varieties such as cheddar, swiss, bleu cheese.

» Savory jams including bacon, onion, and tomato are increasingly menued on burgers.

TOP INGREDIENTS ON BURGERS

TOP ranked by penetration	PENETRATION	1 YEAR GROWTH	4 YEAR GROWTH	TRENDING ranked by 4-year growth	PENETRATION	1 YEAR GROWTH	4 YEAR GROWTH
Cheese	77.4%	-	-	Bacon Jam	2.4%	+29%	+244%
Onion	70.3%	+1%	+6%	Mac And Cheese	1.6%	+13%	+171%
Tomato	64.1%	+3%	+10%	Pickled Red Onion	1.6%	+1%	+153%
Lettuce	60.3%	+4%	+11%	Hash Brown	1.7%	+9%	+135%
Bacon	56.3%	+2%	+5%	Chipotle Aioli	2.5%	+7%	+97%
Cheddar	46.2%	-	+9%	Arugula	7.4%	+11%	+88%
Pickle	38.8%	+9%	+22%	Bibb Lettuce	1.2%	+1%	+87%
American	35.0%	+5%	+14%	Sriracha	3.7%	-3%	+79%
Mushroom	33.7%	+1%	-3%	Peanut Butter	1.4%	+29%	+78%
Mayo	30.3%	+4%	+6%	Brisket	3.2%	+20%	+74%
Swiss	28.3%	-	-4%	Onion Jam	1.1%	+9%	+73%
BBQ	28.3%	+2%	+5%	Kale	1.1%	-9%	+73%
Bleu Cheese	20.2%	+2%	-5%	Pimento Cheese	1.9%	+1%	+73%
Red Onion	19.1%	+1%	+19%	Remoulade	1.5%	+14%	+71%
Jalapeno Pepper	18.3%	-	+4%	Tomato Jam	1.2%	+22%	+71%

Mushrooms are found on a third of burgers and often used as a topping, sauce enhancer, or to replace or blend into the patty.

» Onions are a versatile ingredient with the ability to be pickled, battered, grilled, or fried.

TOP & TRENDING VEGETABLES ON BURGERS							
TOP ranked by penetration	PENETRATION	1 YEAR GROWTH	4 YEAR GROWTH	TRENDING ranked by 4-year growth	PENETRATION	1 YEAR GROWTH	4 YEAR GROWTH
Onion	70.3%	+1%	+6%	Pickled Red Onion	1.6%	+1%	+153%
Tomato	64.1%	+3%	+10%	Arugula	7.4%	+11%	+88%
Lettuce	60.3%	+4%	+11%	Bibb Lettuce	1.2%	+1%	+87%
Pickle	38.8%	+9%	+22%	Kale	1.1%	-9%	+73%
Mushroom	33.7%	+1%	-3%	Beer Battered Onion	1.1%	+9%	+62%
Red Onion	19.1%	+1%	+19%	Pimento	2.0%	+1%	+62%
Jalapeno Pepper	18.3%	-	+4%	Poblano	1.6%	-2%	+58%
Grilled Onion	14.6%	-2%	-4%	Truffle	2.5%	+15%	+46%
Bean	11.2%	-4%	+16%	Romaine	2.5%	+13%	+42%
Sauteed Mushroom	11.2%	-1%	-11%	Pickled Jalapeno	1.3%	+5%	+36%
Black Bean	9.1%	+2%	+29%	Black Bean	9.1%	+2%	+29%
Arugula	7.4%	+11%	+88%	Shallot	1.4%	+8%	+27%
Fried Onion	6.4%	+3%	+14%	Roasted Tomato	1.5%	+1%	+25%
Red Pepper	3.9%	-	-17%	Leaf Lettuce	2.5%	+18%	+21%
Portobello Mushroom	3.8%	+6%	-7%	Butter Lettuce	1.0%	+1%	+20%

Classic burger ingredients (onion, tomato, lettuce) are commonly paired with burgers featuring mushrooms.

» Bold cheeses like blue cheese and gruyere are commonly paired with mild flavored mushrooms on burgers.

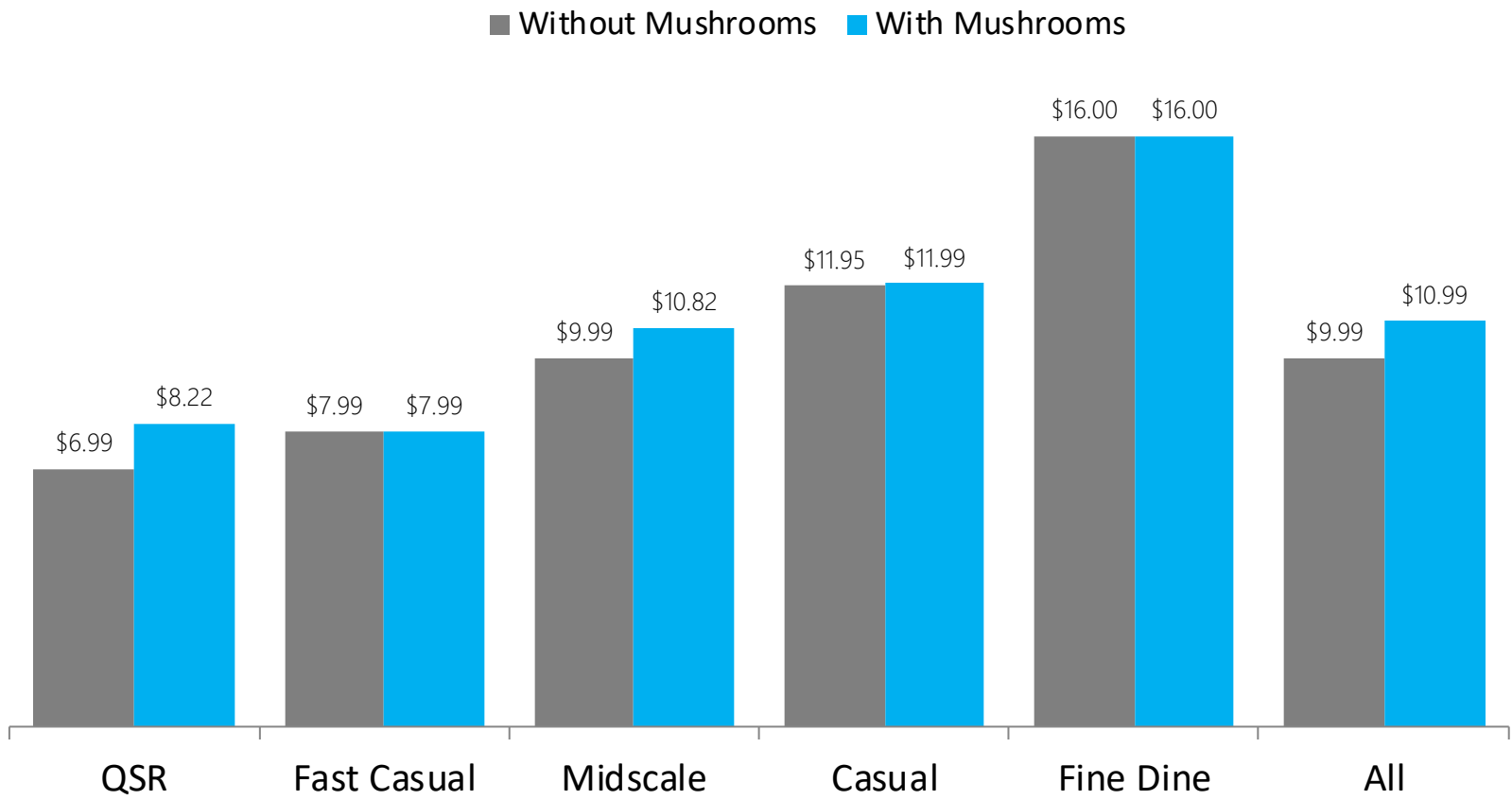
TOP BURGER INGREDIENTS PAIRED WITH MUSHROOMS							
TOP ranked by penetration	PENETRATION	1 YEAR GROWTH	4 YEAR GROWTH	TRENDING ranked by 4-year growth	PENETRATION	1 YEAR GROWTH	4 YEAR GROWTH
Cheese	69.3%	+1%	+1%	Romaine	1.5%	-31%	+192%
Onion	62.4%	+1%	+12%	Sriracha	1.6%	+10%	+155%
Swiss	55.3%	+1%	-3%	Brioche	9.6%	+7%	+116%
Tomato	33.7%	+2%	+9%	Garlic Aioli	2.7%	+55%	+113%
Lettuce	29.9%	-	+10%	Roasted Pepper	1.3%	+12%	+113%
Bacon	27.2%	-	+5%	Sun Dried Tomato	1.1%	+61%	+113%
Mayo	18.5%	+1%	+16%	Onion Straw	1.6%	+21%	+113%
Pickle	12.3%	-6%	+15%	Aioli	8.1%	+23%	+93%
American	11.6%	+4%	-10%	Arugula	3.4%	+1%	+90%
Bleu Cheese	10.5%	+9%	+14%	Quinoa	1.3%	+1%	+77%
Caramelized Onion	10.4%	+5%	+49%	Gruyere	1.3%	+26%	+77%
Brioche	9.6%	+7%	+116%	Shredded Lettuce	1.2%	+1%	+60%
Garlic	8.9%	+4%	+28%	Caramelized Onion	10.4%	+5%	+49%
Aioli	8.1%	+23%	+93%	Ketchup	2.8%	-8%	+49%
Mozzarella	8.1%	-1%	-2%	Bell Pepper	1.9%	+18%	+49%

The addition of mushrooms on/with burgers has a minimal impact on price.

» QSR and Midscale restaurants, which are more likely to offer Mushroom Swiss burgers, experienced a positive price gap.

BURGERS

median price by segment



	Price Gap**	% Increase***
QSR	\$1.23	+18%
Fast Casual	-	-
Midscale	\$0.83	+8%
Casual	\$0.04	-
Fine Dining	-	-
All	\$1.00	+10%

**price gap = Mushroom category – All mushroom

*** % increase = (Mushroom category /All Mushroom)-1



White Truffle Double Steakburger 'N Fries

Steak 'N Shake | Jun 2019

Topped with grilled mushrooms, melted Swiss, caramelized onions, and a creamy truffle aioli.



Quarter-Pound Angus Mushroom Swiss Melt

Hardee's | Jan 2019

Charbroiled 100% Black Angus beef patty, mushroom sauce and Swiss cheese served on a toasted seeded bun.



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.

BURGERS FEATURING MUSHROOMS

restaurant menus

RESTAURANT	ITEM	DESCRIPTION
Alchemist Barrister	Beef And Portobello Mushroom Burger	gruyere cheese, sautéed mushrooms , caramelized onions, shiitake mushroom mayo .
Burton's Grill	Knife And Fork Burger	charbroiled certified angus beef, sautéed mushrooms , charred tomato salsa, guacamole, romaine lettuce, roasted sweet potato salad.
Flying Star Café	Flexitarian Burger	homemade veggie burger. patty made from organic grains, mushrooms and nuts. topped with pepper jack, homemade pickles, frizzled onions, and honey mustard aioli.
Larkburger	Portabella Burger	vegetarian portabella mushroom with lettuce, tomato, griddled onions, and house sauce.
Lorelei	Portobello Burger	marinated portabella mushroom topped with fresh spinach, roasted red peppers, fresh mozzarella cheese and an avocado cilantro mayo. served with lettuce, tomato and onion.
Milktooth	Fischer Farms Beef Burger On Amelias Pullman Bun	shiitake , asiago, cream cheese-chice aioli, pickled onion.
Pizzico Restaurant	Mushroom Burger	wild mushrooms , baby spinach, asiago and sundried tomato aioli.
Roam Artisan Burgers	Chalet Burger	swiss, cremini mushrooms , watercress, tomato and house sauce.
Square 1 Burgers	Mushroom Swiss Burger	beef burger, porcini-portobello-garden mushroom blend, swiss cheese, chipotle-ranch, toasted whole-wheat bun.
Sujeo	Sooj Ramen Burger	beef patty, chasu pork belly, caramelized onions, shiitakes , marinated egg, wasabi furekake mayo, temomi noodles, on sheboygan hard roll. dairy free.
Zinburger	Wagyu American Kobe Burger	cheddar cheese, wild mushroom , caramelized onion, lettuce and mayo.

RESTAURANT	ITEM	DESCRIPTION
1887 Bistro	Southwest Blended Burger	Ground beef blended with mushrooms and chorizo spice and hand pressed. Topped with whipped avocado Goat cheese, arugula, and charred poblano and red peppers.
Astoria Cafe And Marketplace	Blended Burger	Two Three Ounce Smashed Patties of Lamb Shoulder, Beef Short Rib, Brisket, Shiitake Mushrooms and Leek Confit. Topped with Shaved Red Onions, Pecorino Cheese, Pickles and Special Sauce. Served on a House-Made Sesame Seed Bun with a Side of Dressed Greens.
Cellar	Blended Burger	Our award winning blend of ground beef and mushrooms topped with awesome sauce, cheddar, chihuahua cheese, fried onions, lettuce, tomato, and pickled relish. Served with fries.
Fat Patty's	The Laredo Burger	(mushroom swiss burger) beef patty sautéed mushrooms , swiss cheese, chipotle mayo, crispy texas toast.
Nuevo Modern Mexican And Tequila Bar	Blended Burger	Ground flank steak and mushroom patty , smoked oouda, green goddess slaw, achiote citrus aioli.
Park Place Restaurant	Blended Burger Project X	Angus ground beef blended with roasted wild mushrooms , topped with gorgonzola cheese, apple wood bacon, red onion and frisky pickles on a soft grilled bun with truffle aioli. Served with fries
Room 39	Blended Burger	A project for the james beard foundation, combining ground beef with local mushrooms and roasted beets topped with carr valley blue cheese and a crispy onion ring with a side of fries.
Sam's Of Gedney Way	James Beard Blended Burger	25 percent mushroom , 75 percent beef grilled and dipped in bordelaise sauce, topped with blue cheese, sautéed spinach and blistered grape tomatoes.
Seasons 52	Brunch Burger	grass-fed beef blended with mushrooms , pasture-raised egg, crispy shiitake mushrooms, hollandaise.

BEEF ENTRÉES

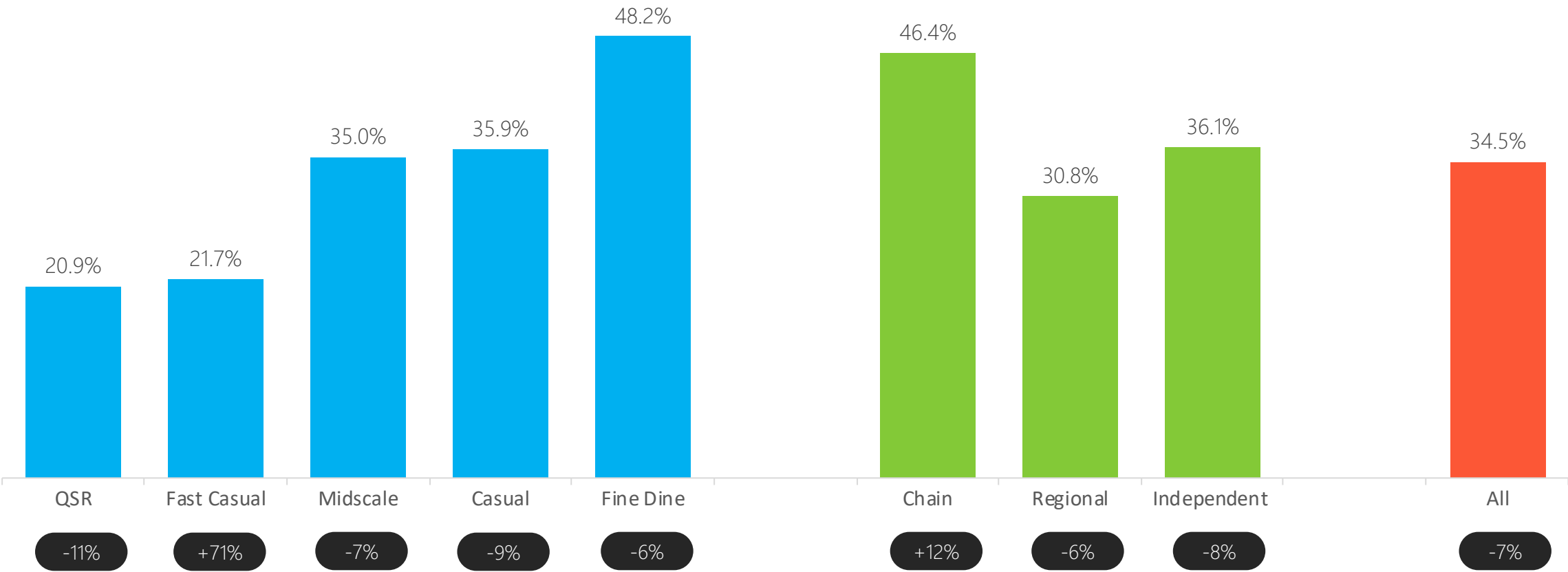


Beef entrées with mushrooms are menued on nearly half of Fine Dining and Chain restaurants.

- » Beef entrées featuring mushrooms are less common at limited service restaurants.
- » Mushrooms featured in beef entrees have decline in all segments except for Fast Casual.

BEEF COP ENTRÉES WITH MUSHROOMS

penetration by segment and 4 year growth



Mushrooms are found on a third of beef entrees with a high concentration at Fine Dining restaurants.

- » Rarer varieties of mushrooms including truffles, wild mushrooms and porcini are among the top, driven by the Fine Dining segment.
- » Mushrooms common in Asian dishes such as wood ear, oyster, and trumpet have experienced the fastest growth.
- » Common mushrooms such as shiitakes and portobello are approachable varieties for beef dishes in all segments.

MUSHROOMS VARIETIES IN BEEF ENTRÉES

ranked by menu penetration

	QSR	FAST CASUAL	MIDSCALE	CASUAL	FINE DINE	ALL	1 YEAR GROWTH	4 YEAR GROWTH
Mushroom (All)	20.9%	21.7%	35.0%	35.9%	48.2%	34.5%	-2%	-8%
Truffle	0.2%	-	0.7%	3.1%	16.3%	3.5%	+10%	+22%
Wild Mushroom	-	1.2%	0.6%	2.9%	10.4%	2.7%	-	+1%
Shiitake Mushroom	2.2%	1.2%	2.8%	2.8%	2.0%	2.6%	-9%	-17%
Portobello Mushroom	0.2%	4.8%	1.0%	1.3%	2.9%	1.4%	-18%	-24%
Porcini Mushroom	-	-	0.3%	0.8%	2.6%	0.7%	-21%	-38%
Straw Mushroom	0.7%	1.2%	0.6%	0.7%	-	0.6%	-9%	-29%
Cremini Mushroom	-	-	0.3%	0.5%	1.6%	0.5%	-24%	-15%
Button Mushroom	0.2%	-	-	0.8%	-	0.4%	-6%	-30%
Wood Ear Mushroom	0.2%	-	0.3%	0.5%	0.3%	0.4%	+21%	+22%
Oyster Mushroom	-	-	0.3%	0.3%	1.3%	0.3%	+1%	+70%
Maitake	-	-	-	0.1%	2.3%	0.3%	-24%	+130%
Trumpet Mushroom	-	-	0.4%	0.1%	1.6%	0.3%	+153%	+410%

Premium cuts and styles of beef like ribeye, filet mignon, and wagyu are among the top and fastest growing ingredients.

» Bold sauces such as aioli, chimichurri, and herb butter are gaining popularity in beef dishes.

TOP INGREDIENTS ON BEEF ENTRÉES

TOP ranked by penetration	PENETRATION	1 YEAR GROWTH	4 YEAR GROWTH	TRENDING ranked by 4-year growth	PENETRATION	1 YEAR GROWTH	4 YEAR GROWTH
Steak	59.8%	-1%	-3%	Wagyu	2.8%	+5%	+120%
Onion	39.4%	-1%	-2%	Brussels Sprouts	1.7%	+50%	+117%
Mushroom	34.5%	-2%	-8%	Aioli	1.5%	+20%	+84%
Potato	31.8%	+1%	-2%	Romano	1.0%	+5%	+53%
Garlic	25.5%	-3%	-1%	Braised Short Rib	3.0%	+25%	+50%
Pepper	24.8%	-6%	-7%	Chimichurri	4.6%	-	+46%
Ribeye Steak	21.6%	-1%	-1%	Risotto	1.8%	+16%	+41%
Sirloin	18.9%	-1%	-16%	Penne	1.3%	+7%	+40%
Bean	17.0%	+4%	-5%	Steak Sauce	1.5%	+38%	+39%
Tomato	16.3%	-2%	-11%	Kale	1.1%	+8%	+31%
Rice	16.3%	+2%	+1%	Herb Butter	2.0%	-1%	+30%
Cheese	16.1%	-5%	-13%	Soy Sauce	4.0%	+6%	+27%
Filet Mignon	15.2%	+3%	-7%	Squash	1.6%	+37%	+27%
Veal	15.0%	-3%	-16%	Cole Slaw	1.9%	+18%	+24%
Parmesan	13.7%	+3%	-2%	Truffle	3.5%	+10%	+22%

Onion, mushroom, and potato are commonly paired with beef center of plate entrées.

- » Cruciferous vegetables such as brussels sprouts, kale, and broccoli are gaining traction on menus.
- » Upscale vegetables like truffle, artichoke heart, and fingerling potato are growing on beef entrées.

TOP & TRENDING VEGETABLES ON BEEF ENTRÉES							
TOP ranked by penetration	PENETRATION	1 YEAR GROWTH	4 YEAR GROWTH	TRENDING ranked by 4-year growth	PENETRATION	1 YEAR GROWTH	4 YEAR GROWTH
Onion	39.4%	-1%	-2%	Brussels Sprouts	1.7%	+50%	+117%
Mushroom	34.5%	-2%	-8%	Kale	1.1%	+8%	+31%
Potato	31.8%	+1%	-2%	Squash	1.6%	+37%	+27%
Pepper	24.8%	-6%	-7%	Truffle	3.5%	+10%	+22%
Bean	17.0%	+4%	-5%	Steamed Broccoli	1.5%	+6%	+21%
Tomato	16.3%	-2%	-11%	Grilled Asparagus	1.7%	-3%	+21%
Broccoli	13.6%	+2%	-2%	Sweet Potato	1.2%	+7%	+18%
Carrot	9.8%	-	+2%	Bean Sprout	1.0%	+17%	+13%
Pea	8.0%	-1%	-13%	Arugula	3.1%	+9%	+13%
Green Pepper	7.8%	-3%	-16%	Zucchini	1.8%	+1%	+13%
Bell Pepper	7.2%	-3%	+1%	Artichoke Heart	1.1%	+15%	+12%
Green Bean	7.1%	+6%	+2%	Fingerling Potato	2.1%	-13%	+11%
Spinach	6.7%	-	-9%	Red Onion	2.2%	-7%	+9%
Scallion	6.5%	+3%	+5%	Jalapeno Pepper	4.2%	+3%	+7%
Asparagus	6.5%	-7%	-9%	Eggplant	3.2%	+3%	+7%

Quick prep beef cuts like sirloin and filet mignon are among the top ingredients, while braised cuts such brisket and short rib are growing in beef entrées with mushrooms.

» Beef entrées with mushrooms are elevated with Italian influenced flavors such as marsala, wine sauce, balsamic, and roasted garlic.

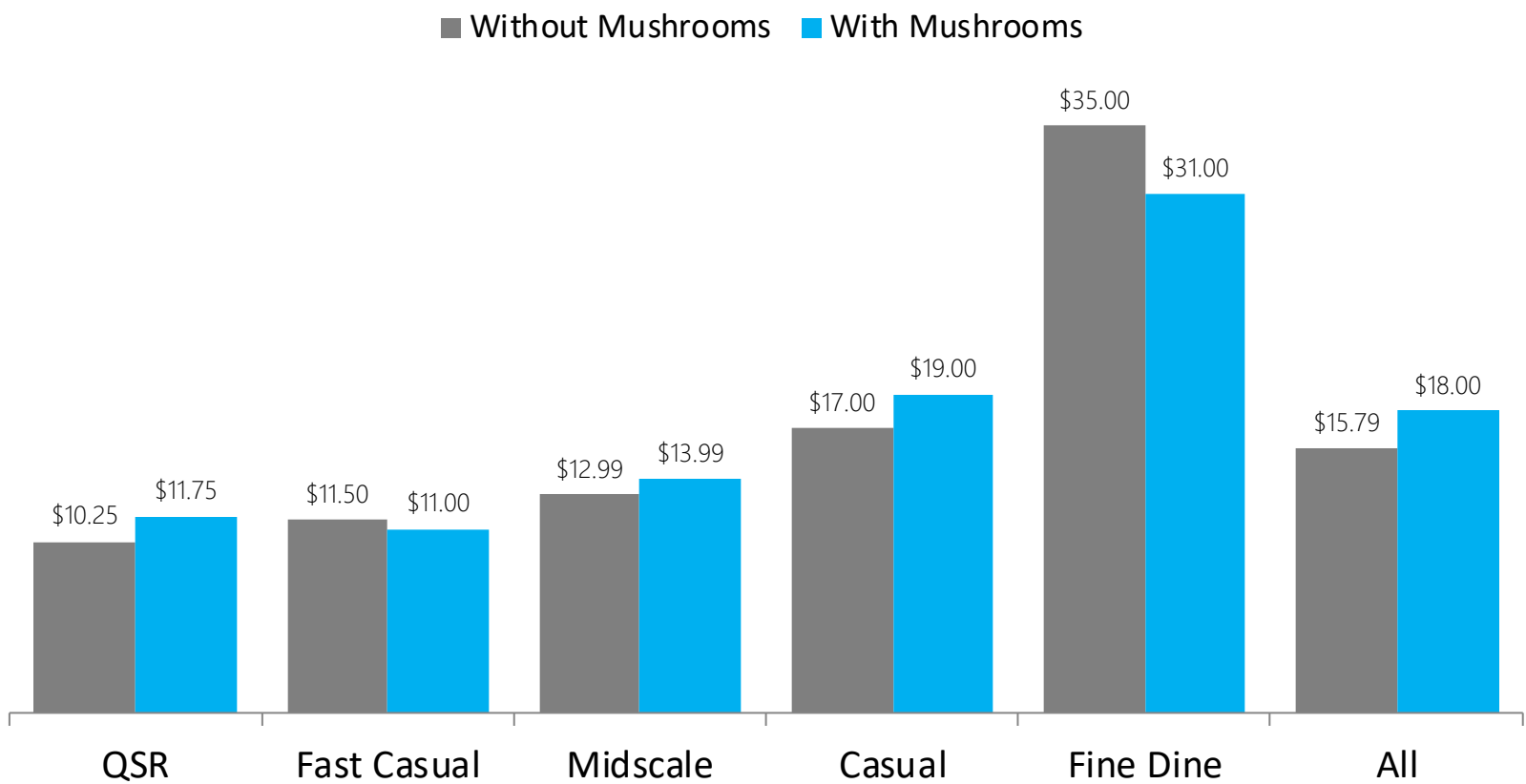
TOP INGREDIENTS IN BEEF ENTRÉES WITH MUSHROOMS							
TOP ranked by penetration	PENETRATION	1 YEAR GROWTH	4 YEAR GROWTH	TRENDING ranked by 4-year growth	PENETRATION	1 YEAR GROWTH	4 YEAR GROWTH
Onion	40.1%	-3%	-1%	Wagyu	1.2%	+106%	+339%
Steak	33.3%	-	-2%	Brisket	1.1%	+62%	+141%
Potato	25.7%	-1%	+10%	Fingerling Potato	1.7%	+18%	+120%
Veal	23.2%	+2%	-5%	Red Onion	1.2%	-5%	+120%
Marsala	17.0%	+3%	-4%	Balsamic	2.6%	+3%	+96%
Garlic	16.7%	+8%	+13%	Artichoke Heart	1.8%	+25%	+87%
Sirloin	11.7%	-11%	-17%	Short Rib	3.3%	+27%	+85%
Gravy	11.6%	-2%	-2%	Jack Cheese	1.0%	+3%	+83%
Cheese	11.5%	-3%	-12%	Roasted Garlic	1.4%	-16%	+78%
Wine Sauce	11.0%	+6%	-5%	Rib Steak	1.6%	-3%	+65%
Filet Mignon	9.7%	-3%	-4%	Center Cut Filet	1.2%	+12%	+65%
Carrot	9.3%	+3%	+29%	Grilled Asparagus	1.2%	+3%	+65%
Tomato	8.8%	-14%	-14%	Penne	1.2%	+3%	+65%
Broccoli	7.9%	+9%	+18%	Basil	2.0%	+3%	+60%
Tenderloin	7.4%	-1%	-3%	Jalapeno Pepper	1.0%	-6%	+57%

The price increase for beef entrées with mushrooms is marginal.

» Mushrooms experience a lift in price at Fast Casual, Midscale, and Casual operators offering beef entrées.

BEEF ENTRÉES

median price by segment



	Price Gap**	% Increase***
QSR	\$1.50	+15%
Fast Casual	-\$0.50	-4%
Midscale	\$1.00	+8%
Casual	\$2.00	+12%
Fine Dining	-\$4.00	-11%
All	\$2.21	+14%

**price gap = Mushroom category – All mushroom

*** % increase = (Mushroom category /All Mushroom)-1



Grilled Fillet Mignon

Gordon Biersch Brewery Restaurant | Mar 2019

Served with potato puree, spring peas, asparagus, mushrooms & cabernet balsamic reduction.



Steak & Ravioli

Maggiano's Little Italy | Feb 2019

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



Beef & Parmesan Potatoes

La Madeleine | Jan 2019

Tender beef in a rich red wine sauce with sautéed mushrooms, red bell peppers, and onions served in a ring of parmesan mashed potatoes.

BEEF ENTREES WITH MUSHROOMS

restaurant menus

RESTAURANT	ITEM	DESCRIPTION
Bigelow Grille	Meatballs	local grass-fed beef, foraged mushrooms , creamy parmesan polenta, tomato sauce.
Cactus Jack's	Bacon-Wrapped Twin Filet Steak	two 4 ounce bacon-wrapped filets, baked potato, asparagus, sautéed mushroom .
Cupping Room Cafe Inc	Blackened Ny Strip Steak	with mashed potato gratin shiitake mushroom and spinach.
Dish	Apple Sage Meatloaf With Mushroom-Red Wine Gravy	served with red jacket mashed potatoes and steamed baby carrots.
Eating House	C.A.B Hanger Steak	black garlic, pickled oyster mushroom , and grilled bok choy.
Espita Mezcaleria	Mole Negro	wagyu sirloin, chintextle trumpet mushrooms , charred bulb onion, tortillas.
Finka Table & Tap	Angus Churrasco	sweet potato mash, truffle green beans , asian chimichurri.
Gourmet 88 Inc	Beef Curry	with fresh mushroom , carrots and onion in curry sauce.
Hu's SZECHWAN RESTAURANT	Mu Shu Beef	mushroom , cabbage, egg, mandarin pancake and plum sauce.
Imperial Garden Chinese Rstrnt	Epicurean's Delight	beef, pea pods, straw mushrooms and shrimp or scallops or both.
Jitlada Thai Cuisine	Sam Sa Hai	sautéed baby corns, mushrooms , snow peas, and cashew nuts in ginger sauce.

BEEF ENTREES WITH MUSHROOMS

restaurant menus

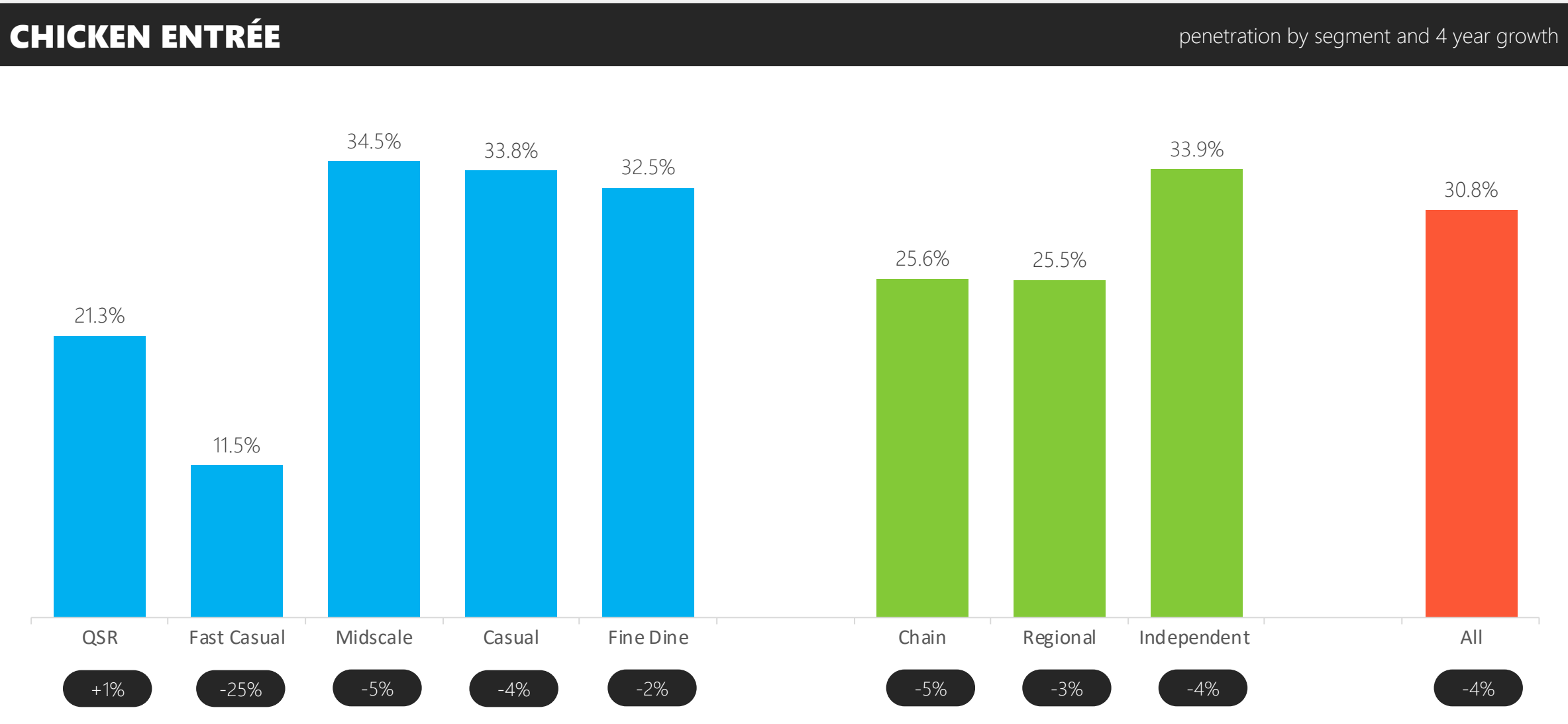
RESTAURANT	ITEM	DESCRIPTION
Joe's Pasta & Pizza & Sub	Veal Carciofi	sautéed artichoke hearts and mushrooms in sherry pink sauce.
Le Pigeon	Beef Cheek Bourguignon	parsnip risotto, crispy speck, mushroom and rosemary conserva.
MARK Pi's CHINA GATE	Hunan Beef	spicy hot. broccoli, baby corn and mushroom sautéed with a spicy hunan sauce.
Ottavio's Italian Restaurant	Scallopini Of Veal Marsala	sliced tender veal loin sautéed in marsala wine and fresh mushrooms .
Parisi Italian Mkt. & Deli	Polpettone	nonna's meatloaf served with truffle mashed potatoes and sautéed spinach.
Portofino Grill	Steak Diane	filet medallions, finished with a mushroom , blackberry brandy demi-glaze.
Queenie's	Wagyu Tomhawk	truffled mushroom orzo , grilled langostinos, charred asparagus.
Russell's Smoke House	Leopold Bros. Whiskey Barrel Smoked Beef Tips	sour cream mashed potatoes, sautéed garlic spinach, wild mushroom demi-glaze .
Soho Burger Bar	Beef Short Rib	with roasted baby reds, wild mushroom salad and horseradish cream.
The Sample Room	Beef Tongue Hot Dish	tater tots, garlic demi, glazed green beans, porcini bechamel .
Urban Farmer	Mushroom And Herb-Crusted Brandt Prime Rib	black truffle , gruyere popovers, au jus, horseradish.



CHICKEN ENTRÉES

Chicken entrees that include mushrooms are menued more often at full-service restaurants.

- » Mushrooms in chicken entrées are more commonly found at independents.
- » Almost all segments have declined in offer mushroom with center of plate chicken.



Shiitakes are the most common variety of mushroom in chicken entrées.

- » Many of the mushrooms varieties are not widely used in center of plate chicken dishes.
- » Mushrooms common in Asian cuisine including wood ear and Chinese mushrooms have experienced growth.

MUSHROOM VARIETIES						ranked by menu penetration		
	QSR	FAST CASUAL	MIDSCALE	CASUAL	FINE DINE	ALL	1 YEAR GROWTH	4 YEAR GROWTH
Mushroom (All)	21.3%	11.5%	34.5%	33.8%	32.5%	30.8%	-1%	-4%
Shiitake Mushroom	1.8%	0.8%	3.1%	2.6%	1.4%	2.4%	-15%	-18%
Wild Mushroom	0.2%	3.1%	0.4%	1.7%	3.9%	1.3%	-14%	-16%
Portobello Mushroom	0.2%	0.8%	1.1%	1.3%	1.4%	1.1%	+13%	-18%
Truffle	0.2%	-	0.1%	0.7%	2.8%	0.6%	-8%	+54%
Button Mushroom	0.7%	0.8%	-	0.5%	1.1%	0.5%	-15%	-9%
Wood Ear Mushroom	0.2%	-	0.5%	0.8%	-	0.5%	+21%	+32%
Cremini Mushroom	0.3%	0.8%	0.1%	0.3%	1.8%	0.4%	-6%	+10%
Straw Mushroom	0.5%	0.8%	0.5%	0.4%	-	0.4%	-12%	-45%
Porcini Mushroom	0.2%	-	0.4%	0.2%	1.1%	0.3%	-8%	+13%
White Mushroom	-	-	0.6%	0.3%	-	0.3%	-16%	-15%
Chinese Mushroom	0.8%	-	0.6%	0.1%	-	0.3%	+11%	+61%

Italian staple ingredients including red sauce, parmesan, and mozzarella are staples with chicken.

Thai inspired dishes have influenced the grow of chicken entrees with ingredients like Thai basil and red curry.

TOP INGREDIENTS ON CHICKEN ENTRÉES

TOP ranked by penetration	PENETRATION	1 YEAR GROWTH	4 YEAR GROWTH	TRENDING ranked by 4-year growth	PENETRATION	1 YEAR GROWTH	4 YEAR GROWTH
Chicken Breast	46.6%	-2%	-6%	Maple Syrup	2.3%	+25%	+167%
Mushroom	30.8%	-1%	-4%	Brussels Sprouts	1.4%	+32%	+90%
Garlic	29.8%	-	-6%	Pickle	1.4%	+7%	+83%
Onion	29.3%	-4%	-2%	Verde	1.2%	+6%	+71%
Cheese	25.1%	-2%	-4%	Cauliflower	1.0%	+21%	+43%
Potato	24.4%	-1%	-1%	Thai Basil	1.0%	+3%	+38%
Lemon	24.2%	-	-4%	Sweet Potato	1.6%	+15%	+33%
Parmesan	24.0%	+1%	-4%	Pomodoro	1.4%	+18%	+27%
Tomato	21.5%	+1%	-6%	Thigh	5.2%	+10%	+25%
Red Sauce	18.2%	-1%	-4%	Panko	1.8%	+9%	+24%
Bean	16.8%	-2%	-5%	Buttermilk	3.7%	+14%	+24%
Broccoli	16.6%	+1%	-3%	Chorizo	1.0%	+1%	+24%
BBQ	15.6%	-4%	-5%	Grilled Onion	1.4%	-7%	+23%
Mozzarella	15.0%	+1%	+4%	Red Curry	2.1%	-3%	+22%
Curry	12.9%	-1%	-4%	Jalapeno Pepper	3.9%	-7%	+21%

Mushrooms, garlic, and onions are essential ingredients in chicken entrees.

» Vegetables with versatile prep methods such as brussels sprouts, cauliflower, and sweet potatoes have experienced growth.

TOP & TRENDING VEGETABLES ON CHICKEN ENTRÉES							
TOP ranked by penetration	PENETRATION	1 YEAR GROWTH	4 YEAR GROWTH	TRENDING ranked by 4-year growth	PENETRATION	1 YEAR GROWTH	4 YEAR GROWTH
Mushroom	30.8%	-1%	-4%	Brussels Sprouts	1.4%	+32%	+90%
Garlic	29.8%	-	-6%	Pickle	1.4%	+7%	+83%
Onion	29.3%	-4%	-2%	Cauliflower	1.0%	+21%	+43%
Potato	24.4%	-1%	-1%	Sweet Potato	1.6%	+15%	+33%
Tomato	21.5%	+1%	-6%	Grilled Onion	1.4%	-7%	+23%
Bean	16.8%	-2%	-5%	Jalapeno Pepper	3.9%	-7%	+21%
Broccoli	16.6%	+1%	-3%	Cherry Tomato	1.0%	+10%	+15%
Spinach	11.8%	-2%	-8%	Carrot	10.2%	+2%	+12%
Carrot	10.2%	+2%	+12%	Cabbage	3.2%	-7%	+11%
Bell Pepper	9.7%	+2%	+6%	Green Chile	1.2%	+18%	+11%
Pea	8.5%	-1%	-8%	Celery	4.9%	-2%	+10%
Green Bean	7.4%	+1%	+7%	Shallot	1.9%	+11%	+9%
Green Pepper	5.9%	-4%	-18%	Kale	1.0%	+10%	+8%
Corn	5.5%	-6%	-8%	Red Onion	2.4%	-10%	+7%
Red Pepper	5.1%	-8%	-13%	Green Bean	7.4%	+1%	+7%

Italian sauces like marsala, wine sauce, and red sauce are often paired with chicken and mushrooms.

» Asian vegetables and sauces such as oyster sauce, coconut, and boy choy are growing on chicken entrées with mushrooms.

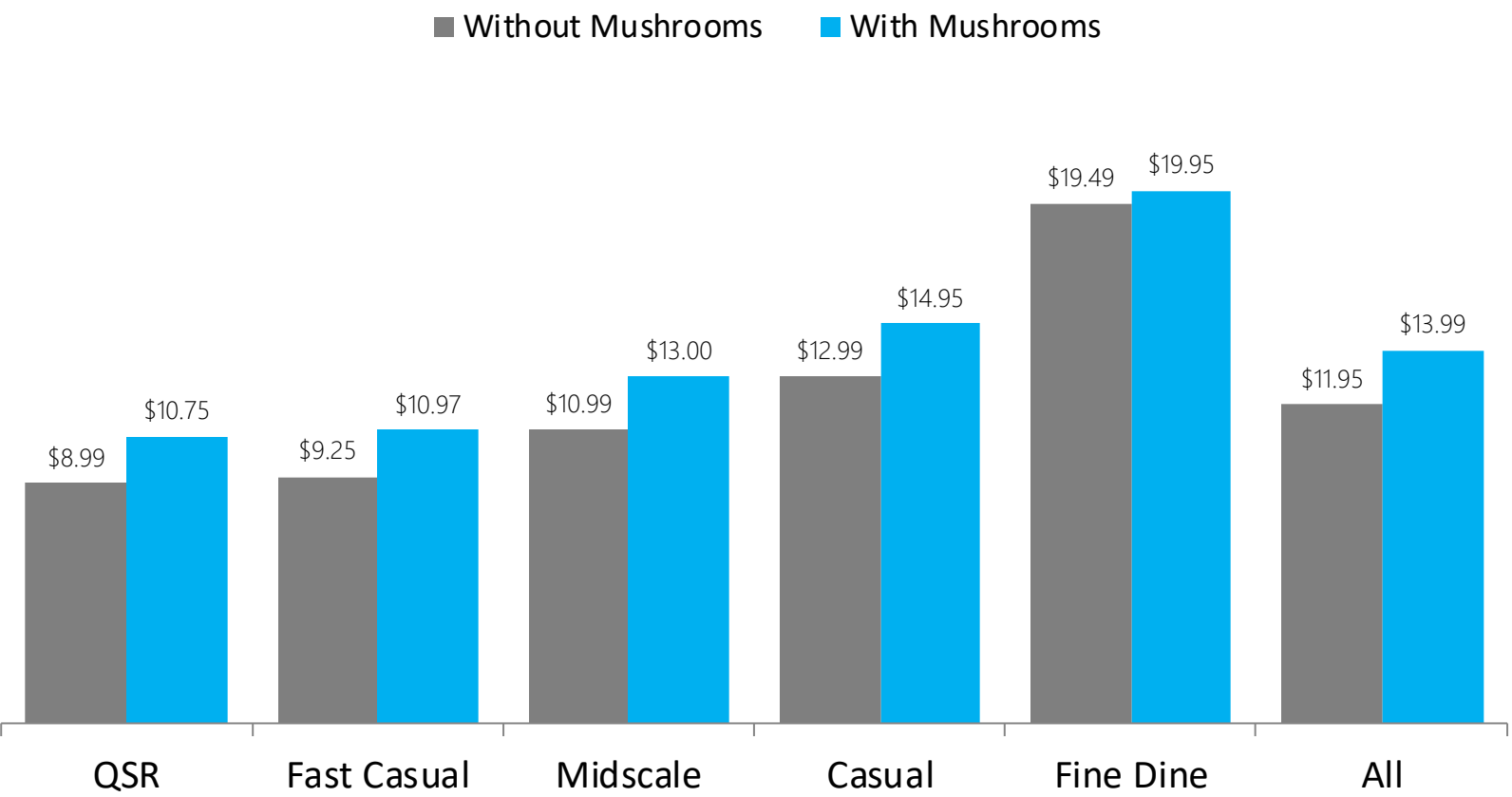
TOP INGREDIENTS IN CHICKEN ENTRÉES WITH MUSHROOMS							
TOP ranked by penetration	PENETRATION	1 YEAR GROWTH	4 YEAR GROWTH	TRENDING ranked by 4-year growth	PENETRATION	1 YEAR GROWTH	4 YEAR GROWTH
Onion	37.5%	-1%	-6%	Rigatoni	1.0%	+24%	+69%
Marsala	30.9%	+2%	-3%	Peanut	1.8%	+1%	+57%
Garlic	20.8%	+3%	-6%	Grilled Onion	1.8%	+13%	+57%
Cheese	20.8%	-2%	-6%	Green Bean	3.1%	+12%	+54%
Wine Sauce	17.8%	-1%	-4%	Jalapeno Pepper	1.5%	+16%	+43%
Tomato	16.2%	+1%	-5%	Oyster Sauce	1.5%	+25%	+43%
Potato	15.3%	+9%	+14%	Egg	2.8%	-2%	+42%
Rice	13.4%	+1%	+7%	Coconut	1.1%	+22%	+29%
Broccoli	12.8%	+2%	+7%	Napa	1.7%	+14%	+29%
Carrot	11.2%	-2%	+8%	Chipotle	1.8%	+20%	+28%
Spinach	10.9%	+5%	+8%	Bok Choy	1.2%	+1%	+27%
Pea	10.8%	-7%	-11%	Fettuccine	4.5%	+11%	+26%
Lemon	9.9%	+4%	+2%	Poblano	1.3%	+29%	+25%
Bell Pepper	9.2%	-	-13%	Fontina	1.6%	+8%	+22%
Red Sauce	8.7%	-4%	-21%	Celery	5.1%	+3%	+18%

Chicken dishes featuring mushrooms increases the price slightly.

» The price gap is minimal at Fine Dining restaurants.

CHICKEN ENTRÉES

median price by segment



	Price Gap**	% Increase***
QSR	\$1.76	+20%
Fast Casual	\$1.72	+19%
Midscale	\$2.01	+18%
Casual	\$1.96	+15%
Fine Dining	\$0.46	+2%
All	\$2.04	+17%

**price gap = Mushroom category – All mushroom

*** % increase = (Mushroom category /All Mushroom)-1



Coq Au Vin

Mimi's Café | Dec 2018

Slow-roasted half chicken braised in a red wine shallot sauce and bacon. Served on a bed of carrots, mushrooms and onions.



Sesame Chicken & Noodles

Yard House | July 2018

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



Country Fried Steak

Cracker Barrel | Mar 2018

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.

CHICKEN ENTRÉES WITH MUSHROOMS

restaurant menus

RESTAURANT	ITEM	DESCRIPTION
Alfonso's Italian Restaurant	Chicken Cacciatore	chicken sautéed with marinara sauce, onions, green peppers, and mushrooms .
Beatrix	Szechuan Chicken	soy-ginger glaze, shiitake and trumpet mushrooms , shishito peppers.
Bistro Campagne	Poulet Roti Forestiere	naturally-raised amish chicken, wild mushroom ragout , onion frites.
Boulevard American Bistro	Paneed Chicken And Linguine	sautéed mushrooms , english peas, and grana padano cream sauce.
Brio Tuscan Grille	Mezza Grilled Chicken Under The Brick	lunch size, mashed potatoes, roasted vegetables, mushroom marsala sauce .
Brother's Encore Italian	Chicken A' La Marsala	tender cutlets served with mushrooms in a rich wine sauce on angel hair pasta.
Café Fleuri	Cider Glazed Sage Roasted Chicken Breast	foraged mushroom and brioche stuffed, heirloom carrots.
Dusek's Board and Beer	Slagel Farms Chicken	hazelnut panade, carrot puree, stewed maitake , polenta cakes, raisins.
El Tiempo Cantina	Lunch Pechuga Rodriguez	breaded fried breast topped with shrimp and poblano mushroom cream sauce .
Elephant Thai	Chicken Cashew Nut	stir-fried roast cashew, onion, scallions, mushrooms , carrot and bell pepper.
Happy Uncle Restaurant	Hunan Chicken	sliced white meat chicken with mushroom and broccoli in brown spicy sauce.

CHICKEN ENTRÉES WITH MUSHROOMS

restaurant menus

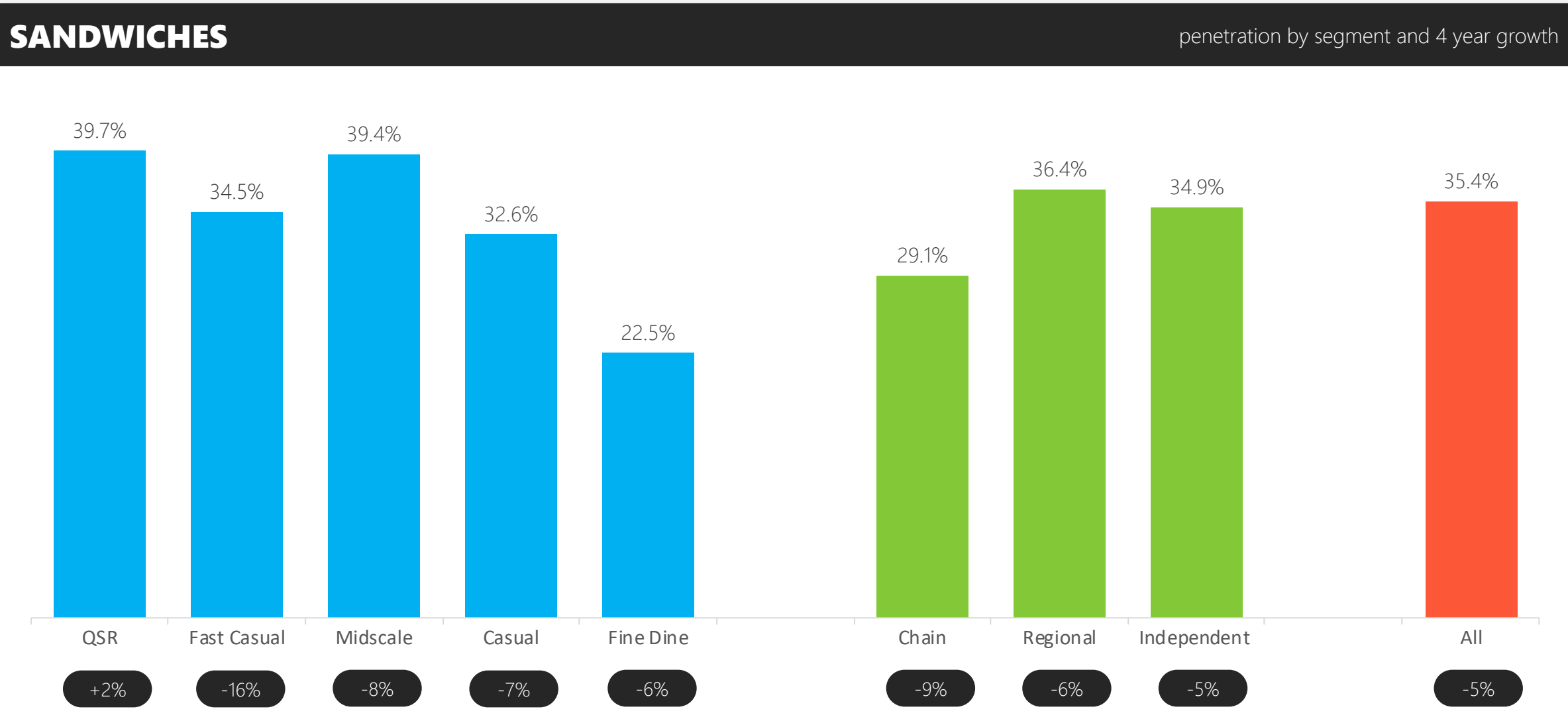
RESTAURANT	ITEM	DESCRIPTION
Hasta La Pasta	Chicken Campagnola	grilled chicken, creamed spinach in a brown sherry mushroom sauce .
Jaker's	Blackened Chicken Alfredo	blackened chicken breast, zucchini, mushrooms and our alfredo sauce on linguini.
Jane G's	Three Cup Chicken	dark meat, one cup sugar, one cup wine, one cup soy sauce, shiitake mushrooms .
Le Rivage	Cordon Bleu	breaded chicken breast, jambon de paris, mushroom , bechamel.
Oak Steakhouse	Springer Mountain Farms Chicken Francese	homemade tagliatelle, shaved mushrooms , lemon and lemon-caper butter.
Pearl Street Grill & Brewery	Sausage Sage Stuffed Breast Of Chicken	topped with spinach, mushrooms and red pepper cream sauce.
Pooja Exotic Indian Cuisine	Chicken Dhingri	boneless pieces of chicken cooked with mushrooms in a creamy sauce.
Sage French Cafe	Chicken And Waffle	cornmeal crusted chicken breast with roasted potatoes, onion and mushroom .
Two Tony's	Montalbano	paneed veal or chicken, creole mushroom menuiniere , mozzarella.
Uncle Sal's Italian Ristoranti	Chicken Saltimbocca	white wine, prosciutto, spinach, mushrooms and sage.
Westward	Wood Fired Half Chicken	celeriac, hen of the wood mushroom , castelvetrano olive.

SANDWICHES



Mushrooms are found on over one-third of sandwich menus.

- » Mushrooms have the highest penetration at QSR and Fast Casual restaurants.
- » There has been a decline of sandwich menus offering mushrooms in the past 4 years, apart from QSR.



Overall, mushrooms on sandwiches skew towards QSR.

- » Specific varieties including truffle, shiitake, and wild mushrooms are more commonly found at Fine Dining restaurants.
- » Cremini mushrooms have experienced the fastest growth over the past 4 years.
- » Fast Casual operators are more likely to menu mushroom varieties like cremini and portobello.

MUSHROOMS VARIETIES ON SANDWICHES						ranked by menu penetration		
	QSR	FAST CASUAL	MIDSCALE	CASUAL	FINE DINE	ALL	1 YEAR GROWTH	4 YEAR GROWTH
Mushroom (All)	39.7%	34.5%	39.4%	32.6%	22.5%	35.4%	-	-6%
Portobello Mushroom	6.1%	11.6%	9.5%	8.3%	5.7%	8.0%	-5%	-14%
Truffle	0.9%	2.3%	0.7%	1.6%	5.7%	1.5%	+24%	+34%
Shiitake Mushroom	0.3%	1.2%	0.1%	0.2%	1.4%	0.4%	+19%	+9%
Wild Mushroom	0.1%	-	0.3%	0.6%	1.0%	0.4%	+9%	-35%
Cremini Mushroom	0.2%	1.2%	0.4%	0.3%	1.0%	0.4%	+17%	+101%

Sriracha aioli has surpassed the growth of sriracha on sandwiches as it is a multipurpose hot sauce that pairs well creamy bases.

» As the Southern style cooking has gained traction, buttermilk chicken and hot chicken have had rapid growth on sandwiches.

TOP INGREDIENTS ON SANDWICHES

TOP ranked by penetration				TRENDING ranked by 4-year growth			
PENETRATION		1 YEAR GROWTH	4 YEAR GROWTH	PENETRATION		1 YEAR GROWTH	4 YEAR GROWTH
Chicken	84.9%	-	-	Buttermilk Chicken	1.5%	+7%	+++%
Cheese	80.3%	-	-1%	Cherry Tomato	1.3%	+20%	+++%
Tomato	76.7%	+1%	-	Sriracha Aioli	1.4%	+12%	+178%
Onion	68.5%	+1%	+1%	Pickled Red Onion	3.2%	+12%	+158%
Lettuce	66.0%	+1%	-1%	Hot Chicken	1.3%	+8%	+127%
Bacon	60.2%	+1%	+4%	Crema	1.1%	+39%	+113%
Mayo	52.0%	+2%	+3%	Kimchi	1.1%	+3%	+106%
Turkey	51.6%	-	-6%	Sriracha	4.6%	-10%	+101%
Ham	51.3%	-	-3%	Sriracha Mayo	1.1%	-17%	+95%
Beef	45.9%	-	-7%	Kale	2.7%	+6%	+90%
Grilled Chicken	42.8%	-	-4%	Braised Pork	1.2%	+25%	+87%
Cheddar	39.5%	+1%	+9%	Pickled Jalapeno	1.1%	+6%	+86%
Swiss	38.8%	+2%	-2%	Quinoa	1.4%	+3%	+85%
Egg	35.9%	+5%	+13%	Tomato Jam	1.0%	+10%	+85%
Mushroom	35.4%	-	-6%	Harissa	1.1%	-5%	+82%

Mushrooms are among the top vegetables on sandwiches with the ability to replace protein or elevate sauces.

» Pickled and fermented vegetables like sauerkraut, pickled red onion, and dill pickles adds a textural element to sandwiches.

TOP & TRENDING VEGETABLES ON SANDWICHES							
TOP ranked by penetration	PENETRATION	1 YEAR GROWTH	4 YEAR GROWTH	TRENDING ranked by 4-year growth	PENETRATION	1 YEAR GROWTH	4 YEAR GROWTH
Tomato	76.7%	+1%	-	Cherry Tomato	1.3%	+20%	+208%
Onion	68.5%	+1%	+1%	Pickled Red Onion	3.2%	+12%	+158%
Lettuce	66.0%	+1%	-1%	Kale	2.7%	+6%	+90%
Mushroom	35.4%	-	-6%	Pickled Jalapeno	1.1%	+6%	+86%
Pickle	30.8%	+4%	+23%	Radish	2.7%	+4%	+66%
Red Onion	27.4%	-	+10%	Beet	1.5%	+11%	+42%
Cucumber	20.0%	+1%	+4%	Banana Pepper	4.7%	+12%	+38%
Spinach	18.7%	-1%	+4%	Red Cabbage	1.5%	+3%	+36%
Red Pepper	17.3%	+1%	-	Dill Pickle	3.8%	+15%	+35%
Olive	15.8%	-2%	-3%	Truffle	1.5%	+24%	+34%
Sauerkraut	15.5%	+2%	-2%	Cherry Pepper	1.4%	+3%	+30%
Romaine	15.4%	-1%	+3%	Iceberg Lettuce	2.9%	+11%	+29%
Green Pepper	15.0%	-	-5%	Arugula	14.7%	+1%	+27%
Jalapeno Pepper	14.9%	+2%	+13%	Pickle	30.8%	+4%	+23%
Arugula	14.7%	+1%	+27%	Shallot	1.6%	+6%	+23%

Cheeses, including provolone, mozzarella, swiss, and cheddar, are among the top ingredients paired with mushrooms on sandwiches.

» Alternative proteins such as black bean, tofu, and hummus are growing on sandwiches with mushrooms.

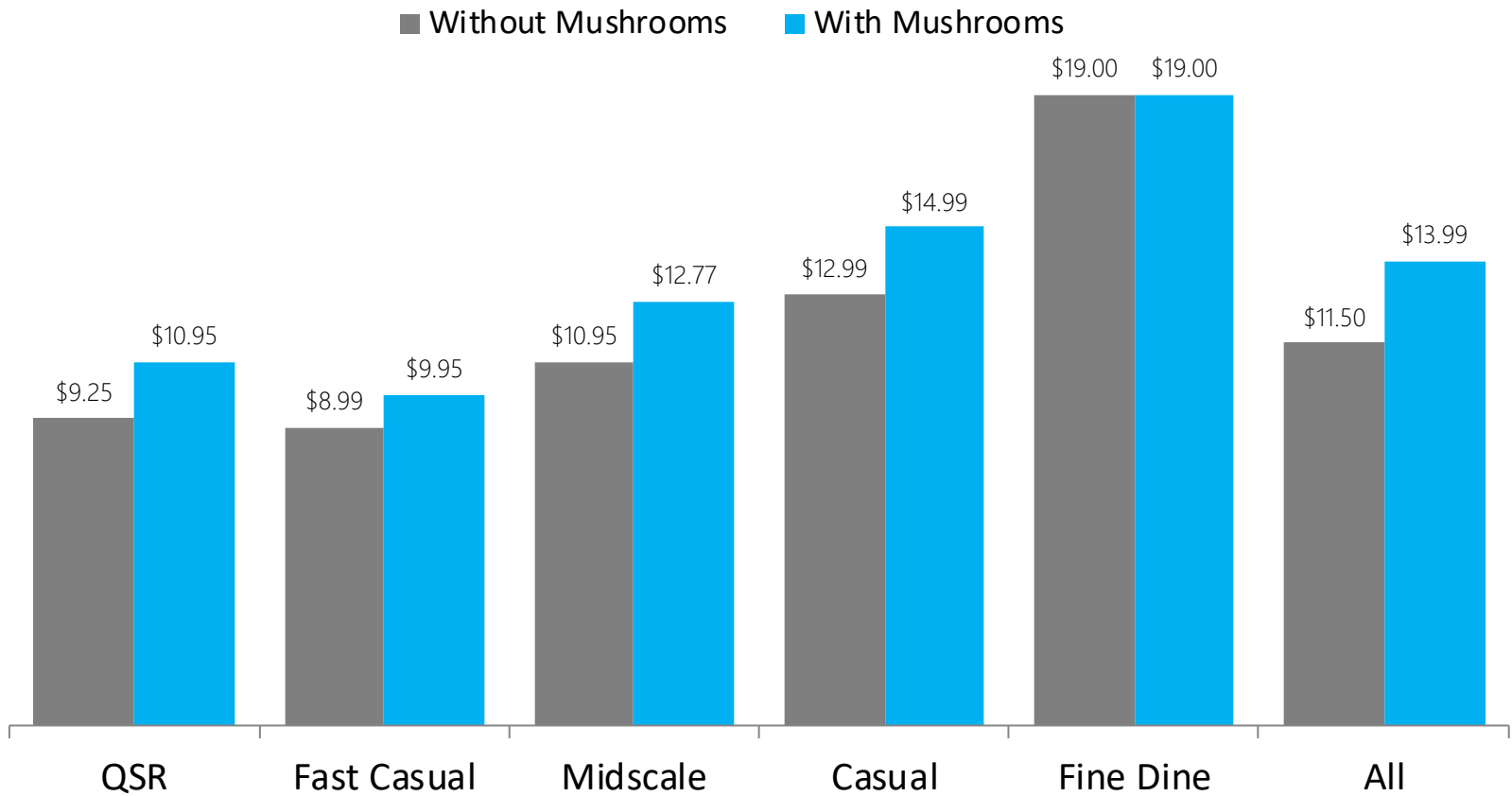
TOP INGREDIENTS IN SANDWICHES WITH MUSHROOMS							
TOP ranked by penetration	PENETRATION	1 YEAR GROWTH	4 YEAR GROWTH	TRENDING ranked by 4-year growth	PENETRATION	1 YEAR GROWTH	4 YEAR GROWTH
Onion	75.5%	-	+2%	Kale	1.2%	+1%	+178%
Tomato	43.5%	+1%	-1%	Black Bean	1.3%	+1%	+129%
Chicken	32.4%	+1%	-1%	Garlic Aioli	1.6%	+14%	+92%
Provolone	27.9%	+1%	+6%	Capicola	1.4%	+35%	+71%
Green Pepper	27.7%	-	+5%	Roma Tomato	1.5%	+7%	+65%
Lettuce	25.5%	-2%	-3%	Tofu	1.3%	+51%	+60%
Mozzarella	23.6%	+1%	+7%	Brioche	1.6%	-17%	+60%
Swiss	21.6%	+4%	+5%	Egg White	2.2%	+10%	+57%
Mayo	19.1%	-1%	+6%	Lemon	1.2%	-17%	+49%
Spinach	17.6%	-2%	+4%	Sesame	1.9%	+1%	+49%
Beef	14.5%	+3%	-6%	Aioli	6.4%	+14%	+48%
Cheddar	14.4%	-	+15%	Genoa	1.1%	+10%	+42%
Olive	14.4%	+2%	+9%	Hummus	3.5%	+13%	+39%
Red Pepper	13.6%	-4%	+1%	Squash	3.1%	-2%	+38%
American	12.1%	+3%	+9%	Avocado	8.2%	+7%	+38%

Mushrooms are commonly used as a vegetarian option for sandwiches, which are often lower in price than meat-based alternatives.

» Almost all the segments have a price increase when mushrooms are included on sandwiches.

SANDWICH

median price by segment



	Price Gap**	% Increase***
QSR	\$1.70	+18%
Fast Casual	\$0.96	+11%
Midscale	\$1.82	+17%
Casual	\$2.00	+15%
Fine Dining	-	-
All	\$2.49	+22%

**price gap = Mushroom category – All mushroom

*** % increase = (Mushroom category /All Mushroom)-1



Magic Mushroom Melt

Quiznos | Jun 2019

The psychedelically-styled sub features a triple serving of mushrooms, tie-dyed Swiss cheese, bacon, neon purple and green ranch dressing and tomatoes on tie-dyed white bread. Available with a free drink and chips for \$9.



Sicilian

Potbelly's | Jan 2019

We're gonna make you a sammich you can't refuse -Salami, pepperoni, capicola and mortadella plus meatballs, mushrooms, marinara and provolone toasted on regular, capiche?



Mushroom & Swiss Artisan Grilled Chicken

McDonald's | Nov 2018

The mouthwatering Mushroom & Swiss Artisan Grilled Chicken sandwich brings out layers of texture and flavor that come together perfectly, with seasoned mushrooms, creamy bistro aioli, Swiss cheese and crispy onion strings. It all comes together with a grilled chicken breast made with all white meat chicken and served on an artisan roll.

SANDWICHES FEATURING MUSHROOMS

restaurant menus

RESTAURANT	ITEM	DESCRIPTION
Bailey's Backyard	Hot Pastrami Sandwich	pickles, dijonnaise, cheese fondue, melted shitake , marble rye.
Bunker	Mushroom Banh Mi	house grown mushroom , havarti, basil peanut pesto.
Caliendo's Restaurant	Caliendo's Danish Sandwich	roast beef, mushrooms , and american cheese on grilled marble rye.
Chop House	Smoked Brisket Philly Sandwich	green peppers, onions, mushrooms , roasted tomatoes, provolone, au jus, fries.
Fig & Olive	Truffle Chicken Sandwich	grilled chicken breast, mozzarella, tomato, romaine, scallion, truffle aioli .
KAY & Dave's Cantina	Sesame Crusted Seared Ahi Sandwich	goat cheese, avocado, portobello mushrooms , tomatoes, pesto on brioche.
Luke's Lobster	White Truffle Lobster Roll	our lobster roll, bathed in butter infused with italian white truffles by urbano
Mei Mei Street Kitchen	The Porko Rosso Pancake Sandwich	pulled pork, shiitake mushrooms , pickled slaw, cranberry hoisin, greens.
Mia Francesca	Italian Croque Madame	fried eggs, fontina cheese fondue, spinach, truffle oil , and prosciutto.
Olympic Provisions	Warm Foraged Mushroom And Pulled Chicken Tartine	carrots, fermented green garlic butter, mizuna, challah toast.
Patio Restaurant	Cajun Sandwich	onion, mushrooms , bell pepper, monterey jack, lettuce and tomato.

SANDWICHES FEATURING MUSHROOMS

restaurant menus

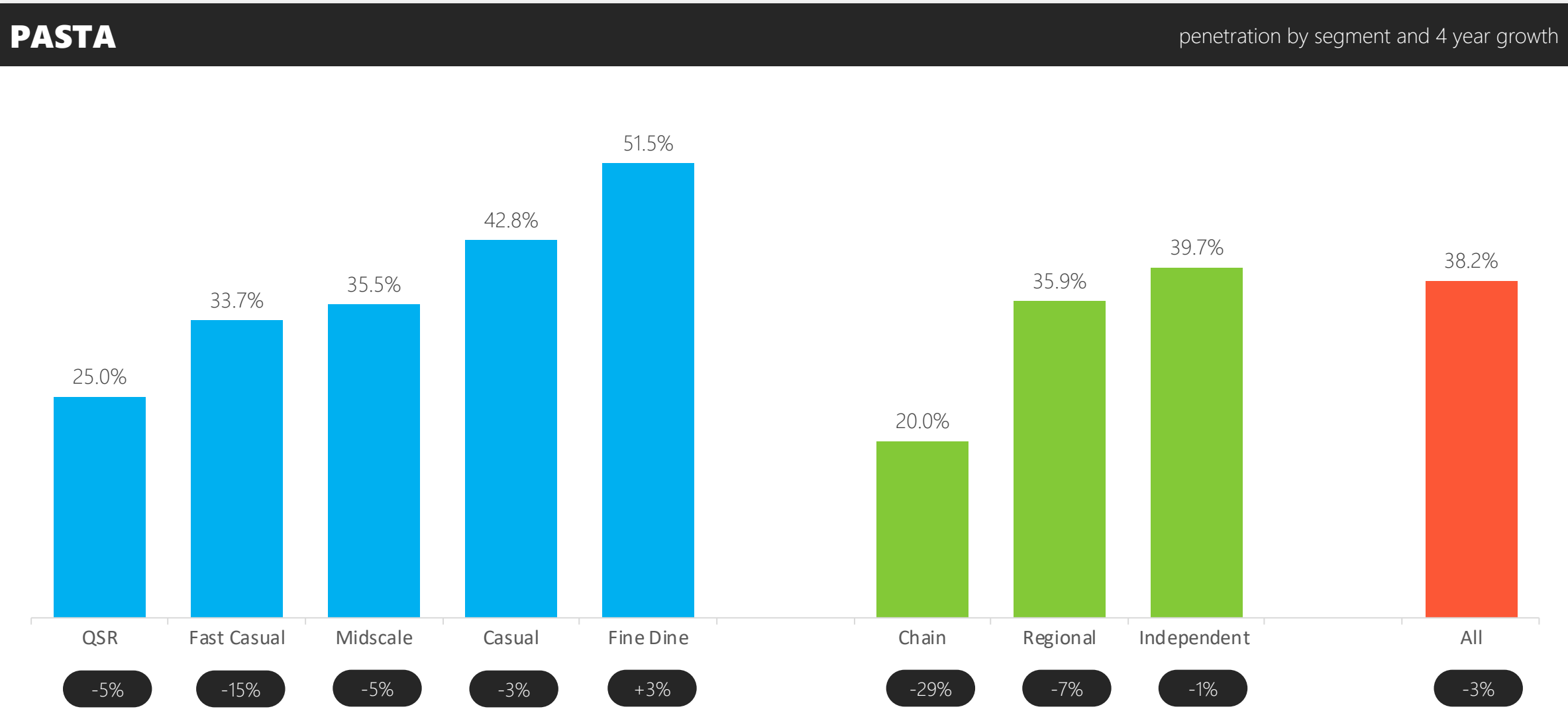
RESTAURANT	ITEM	DESCRIPTION
Sage French Cafe	Grilled Vegetable Sandwich	roasted peppers, eggplant, squash, portobello mushroom and provolone.
Spotted Monkey	Cheesy Buddha Sandwich	grilled poblano peppers, onions, chihuahua cheese, mushrooms , with basil aioli.
Stacked Pickle	Veggie Gyro Sandwich	spinach, cucumber, tomato, green pepper, mushrooms , red onion, cucumber sauce.
Sugo Cucina Italiana	Vegatale Panino	white bean spread portobello roasted pepper mixed greens and taleggio cheese.
Sweet Yams	Zen Veggies Sandwich	sauté organic mushrooms , zucchini, bell peppers and po'boy mix.
The Hook & Plow	8 Spice Roasted Pork Sando	burrata cheese, apple butter puree, arugula, truffle oil , hazelnuts.
Three Chimneys Inn	Tempura Mushroom Banh Mi Sandwich	sriracha, pickled vegetables, hoisin sauce, on a baguette. vegan.
Tommys	Wildflower Falafel	falafel, veggies, sesame sauce, mushrooms and baba.
Top Round Roast Beef	Horse And Hole Sandwich	roasted mushrooms , horseradish cream, provolone cheese, sesame bun
Truffle Pig	Pulled 'Q' Pork Sandwich	truffle pig q sauce , crispy red onions, grilled brioche.
Tummy Stuffer	California Omelette Sandwich	steak, avocado, provolone, mushrooms and mayonnaise.

PASTA



Mushrooms have a higher penetration at Fine Dining and Independent operators.

» Unlike other segments, Fine Dining has experienced a slight lift in mushrooms with pasta in the past 4 years.



Truffles are the top mushroom variety on pastas.

- » Half of Fine Dining restaurants offer mushrooms and have a high concentration of varieties like shiitake, wild, and porcini.
- » Cultivated mushrooms including cremini, button, and portobello skew towards Fast Casual and Midscale.
- » Premium mushrooms such as chanterelle, oyster, and shiitakes have experienced rapid growth on pasta menus.

MUSHROOM VARIETIES PAIRED WITH PASTA

ranked by menu penetration

	QSR	FAST CASUAL	MIDSCALE	CASUAL	FINE DINE	ALL	1 YEAR GROWTH	4 YEAR GROWTH
Mushroom (All)	25.0%	33.7%	35.5%	42.8%	51.5%	38.2%	+1%	-3%
Truffle	0.6%	6.5%	0.7%	5.0%	13.7%	4.0%	+15%	+7%
Shiitake Mushroom	1.2%	4.3%	4.2%	4.6%	6.4%	4.0%	+2%	+26%
Wild Mushroom	0.4%	2.2%	2.8%	4.7%	11.6%	3.9%	-	-9%
Portobello Mushroom	0.8%	2.2%	4.4%	4.1%	3.9%	3.5%	-7%	-29%
Porcini Mushroom	0.4%	3.3%	1.8%	2.5%	6.0%	2.3%	+16%	-11%
Cremini Mushroom	0.2%	2.2%	0.3%	1.9%	2.1%	1.3%	-3%	-2%
Button Mushroom	0.4%	1.1%	0.7%	0.4%	0.4%	0.5%	-13%	-27%
Oyster Mushroom	-	-	-	0.8%	0.9%	0.4%	+51%	+35%
Maitake	-	-	-	0.6%	0.9%	0.4%	-16%	+26%
Chanterelle Mushroom	-	-	-	0.4%	3.0%	0.4%	+34%	+102%

MenuTrends 2019, PENETRATION: Of restaurants serving pasta, % that offer...

Operators are integrating authentic Italian ingredients such as San Marzano tomatoes, parmigiano reggiano and guanciale in pasta dishes.

» Asian inspired noodles have experienced growth with ingredients like tamarind and thai basil.

TOP INGREDIENTS ON PASTA							
TOP ranked by penetration	PENETRATION	1 YEAR GROWTH	4 YEAR GROWTH	TRENDING ranked by 4-year growth	PENETRATION	1 YEAR GROWTH	4 YEAR GROWTH
Cheese	55.3%	+2%	+4%	Short Rib	2.4%	+25%	+96%
Chicken	51.3%	-1%	-5%	Kale	2.5%	-4%	+83%
Garlic	43.2%	-1%	-2%	Tamarind	1.7%	+3%	+75%
Shrimp	40.3%	+1%	-4%	San Marzano Tomatoes	2.0%	+18%	+60%
Red Sauce	40.3%	+2%	-4%	Grape Tomato	1.6%	+3%	+59%
Tomato	38.7%	-2%	-5%	Maine Lobster	1.9%	+7%	+56%
Mushroom	38.2%	+1%	-3%	Applewood Smoked Bacon	1.3%	+13%	+47%
Parmesan	34.2%	+3%	+5%	Broccolini	1.1%	+16%	+39%
Beef	30.7%	-2%	-4%	Squid Ink	1.4%	-5%	+38%
Onion	29.9%	-1%	-1%	Spicy Italian Sausage	1.1%	+11%	+36%
Basil	28.4%	-	-5%	Parmigiano Reggiano	2.0%	+2%	+32%
Alfredo	28.1%	-	-4%	Chipotle	1.6%	+16%	+31%
Meat Sauce	26.8%	+3%	-	Guanciale	1.1%	+11%	+30%
Sausage	25.7%	-	-2%	Thai Basil	1.2%	-	+29%
Ricotta	24.1%	+5%	-4%	Parmesan Cream	3.4%	+11%	+29%

Mushrooms are the second most menued vegetable on pasta with varieties like shiitake and truffle experiencing growth.

» Hearty winter vegetables like kale, broccolini, and cauliflower are some of the fastest growing vegetables in pasta.

TOP & TRENDING VEGETABLES ON PASTA							
TOP ranked by penetration	PENETRATION	1 YEAR GROWTH	4 YEAR GROWTH	TRENDING ranked by 4-year growth	PENETRATION	1 YEAR GROWTH	4 YEAR GROWTH
Tomato	38.7%	-2%	-5%	Kale	2.5%	-4%	+83%
Mushroom	38.2%	+1%	-3%	Grape Tomato	1.6%	+3%	+59%
Onion	29.9%	-1%	-1%	Broccolini	1.1%	+16%	+39%
Spinach	22.6%	-2%	-12%	Jalapeno Pepper	3.2%	+4%	+29%
Broccoli	20.1%	-3%	-7%	Cauliflower	1.4%	-11%	+28%
Pea	12.9%	+2%	+7%	Roasted Mushroom	1.1%	+16%	+27%
Sun Dried Tomato	10.6%	-3%	-14%	Shiitake Mushroom	4.0%	+2%	+26%
Red Pepper	10.5%	+2%	-8%	Lettuce	1.8%	-11%	+24%
Carrot	10.4%	+4%	+5%	Snow Pea	2.0%	+2%	+22%
Bean Sprout	9.4%	+3%	+7%	Scallion	8.6%	+4%	+18%
Scallion	8.6%	+4%	+18%	Chinese Broccoli	1.7%	+3%	+16%
Bell Pepper	8.1%	+3%	+5%	Cabbage	4.4%	-1%	+15%
Zucchini	7.6%	+3%	-1%	Green Pea	1.4%	+3%	+13%
Potato	7.2%	-	-7%	Napa Cabbage	1.1%	-3%	+12%
Eggplant	6.9%	-14%	-23%	Truffle	4.0%	+15%	+7%

Traditional Italian ingredients (parmesan, red sauce, basil) are commonly paired with mushrooms in pasta while trending varieties of pasta include ravioli and tagliatelle.

» Mushrooms pair well with bold sauces such as parmesan sauce, soy sauce, and chipotle.

TOP INGREDIENTS IN PASTA WITH MUSHROOMS							
TOP ranked by penetration	PENETRATION	1 YEAR GROWTH	4 YEAR GROWTH	TRENDING ranked by 4-year growth	PENETRATION	1 YEAR GROWTH	4 YEAR GROWTH
Chicken	35.8%	-3%	-1%	Parmesan Sauce	1.0%	+1%	+111%
Tomato	34.3%	-6%	-10%	Lobster Ravioli	1.2%	+51%	+111%
Onion	31.3%	+3%	-1%	Thyme	1.2%	-7%	+111%
Garlic	31.3%	-3%	-5%	Chive	1.1%	-26%	+94%
Parmesan	23.7%	+3%	+14%	Walnut	1.1%	+23%	+94%
Cream Sauce	23.5%	+3%	-5%	Short Rib	2.0%	+12%	+76%
Spinach	21.7%	+1%	-11%	Roasted Pepper	2.3%	+5%	+74%
Red Sauce	21.0%	-2%	-8%	Tagliatelle	2.1%	+41%	+71%
Penne	20.4%	-2%	-7%	Soy Sauce	3.6%	+4%	+68%
Shrimp	17.8%	+7%	+3%	Chipotle	1.1%	+39%	+66%
Alfredo	15.2%	-2%	-1%	Brown Sauce	1.1%	+11%	+66%
Basil	14.8%	+7%	-4%	Cherry Tomato	1.7%	-18%	+63%
Pea	14.2%	-2%	+4%	Rosemary	1.7%	+32%	+63%
Broccoli	14.2%	+1%	-11%	Mascarpone	1.7%	+71%	+63%
Marinara	14.1%	-5%	-6%	Parmigiano Reggiano	1.6%	-10%	+54%

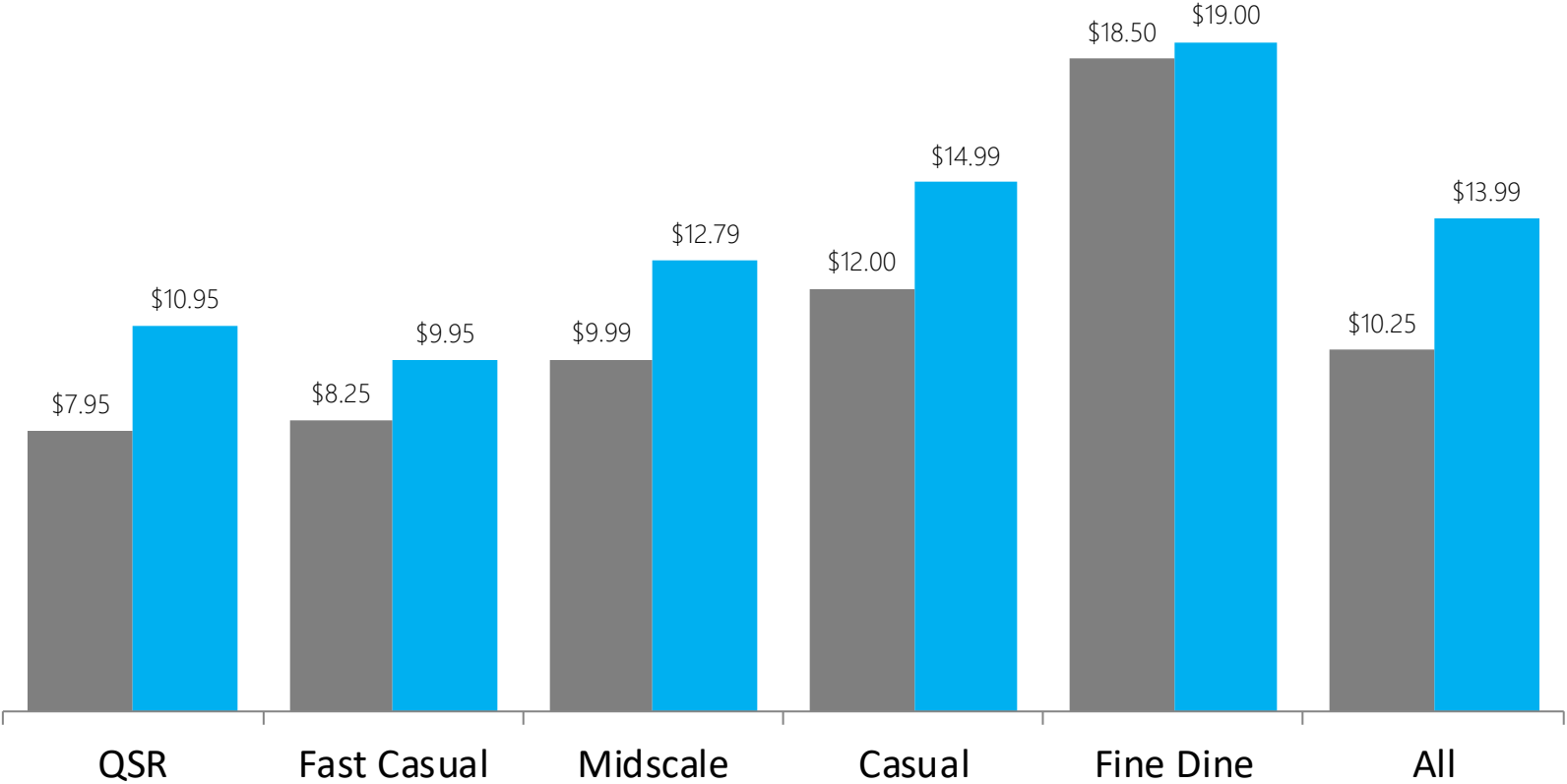
Pasta dishes featuring mushrooms have a positive gap in price point in all segments.

» Pasta with the addition of mushrooms has the greatest price increase at QSR and Casual.

PASTA

median price by segment

Without Mushrooms With Mushrooms



	Price Gap**	% Increase***
QSR	\$3.00	+38%
Fast Casual	\$1.70	+21%
Midscale	\$2.80	+28%
Casual	\$2.99	+25%
Fine Dining	\$0.50	+3%
All	\$3.74	+36%

**price gap = Mushroom category – All mushroom

*** % increase = (Mushroom category /All Mushroom)-1



Creamy Mushroom Ravioli

Olive Garden | Jan 2019

Filled with portobello mushrooms, topped with a creamy mushroom sauce.



Creamy Short Rib Orecchiette

Buca Di Beppo | Oct 2018

Slow-braised pulled short ribs, baby portobello mushrooms, red onions, Parmigiano-Reggiano & orecchiette pasta tossed in a velvety cream sauce, topped with fire-roasted tomatoes.



Zucchini Truffle Mac

Noodles & Co | Oct 2018

Zucchini noodles in our famous cheese sauce with black truffle, roasted mushrooms, parmesan cheese and toasted breadcrumbs.

PASTA FEATURING MUSHROOMS

restaurant menus

RESTAURANT	ITEM	DESCRIPTION
Benjy's	Local Mushroom Campanelle	lions mane, shiitake , marcona almonds, feta, butternut squash, spinach.
Big Jones	Chestnut Spaghetti	housemade american chestnut pasta, brown butter, morels , ramps, candied pecans, preserved kumquats, herbs.
Cafe Nuovo	Stuffed Rigatoni	veal, prosciutto and portobello , endive, radicchio, fresh mozzarella, portobello-madeira sauce.
Calo Pizzeria Restaurant	Ravioli Di Aragosta	saffron pasta stuffed with lobster, ricotta cheese, brandy cream sauce, sun dried tomatoes, asparagus, portobello mushrooms , grilled shrimp.
Coppa	Campanelle	rye pasta, chanterelles , brussels sprouts, walnuts, creme fraiche.
Dolce Pane E Vino	Papardelle	mushroom broth, oven roasted tomatoes, leek's zucchini, mushrooms , carrots, nutritional yeast, sweet drop peppers.
Doraku Sushi	Roasted Mushroom Noodles	soba noodles w/ king oyster, shiitake, enoki mushrooms , and vegetables sautéed in butter soy dashi.
Flight	Duck Mac	spiced duck confit, cheddar and havarti sauce, chives, truffle essence .
Garden Of Eat-in Corp	Asparagus Supreme	penne pasta, fresh asparagus, mushrooms and onions tossed in our asparagus cream sauce.
Gemma	Sagnarelli	duck ragu, porcini mushrooms , crispy duck prosciutto.
Il Forno Caffè & Pizzeria	Tagliolini Bianchi E Neri	black and white tagliolini, scallops, bunashimeji and maitake mushrooms , black truffle pesto .

PASTA FEATURING MUSHROOMS

restaurant menus

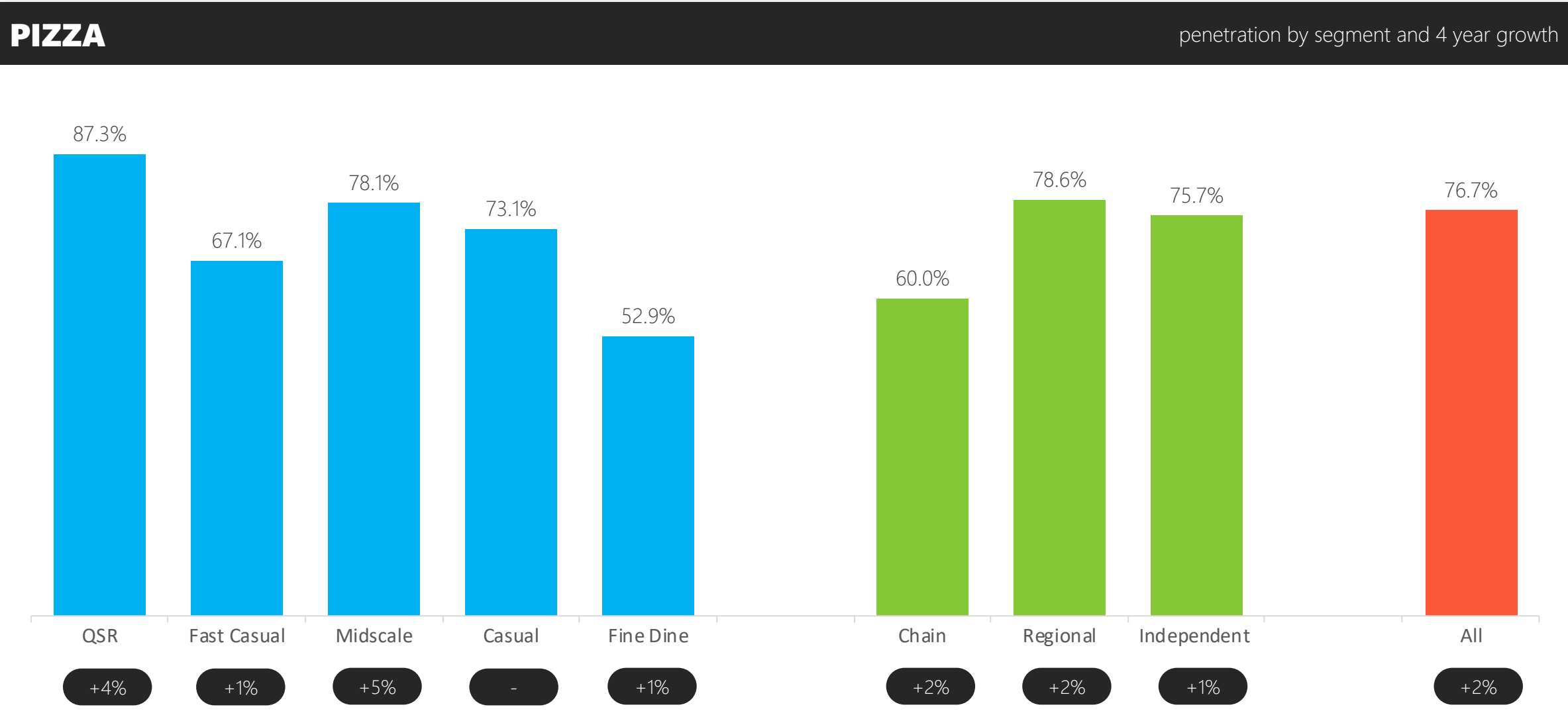
RESTAURANT	ITEM	DESCRIPTION
J. Liu Restaurant & Bar	Smoked Shiitake Tagliatelle	shiitake mushrooms smoked in house, charred leak cream sauce tossed with tagliatelle, topped with scallions and cornbread crumbs.
Minerva's	Winter With An Ocean View	new bedford maine scallops, squid ink fettuccini, wild mushrooms , lemon white wine butter sauce, herbs, tomato, firestix.
Monteverde	Egg Yolk Raviolo	winter squash, ricotta, mushroom , walnut, balsamico, brown butter.
New Orleans Hamburger Seafood	Bayou Pasta	with fried shrimp and crawfish mushroom cream sauce .
Pastaria	Roasted Mushroom Lasagna	duxelle , fontina, ricotta, walnuts, oyster mushrooms .
Proud Mary	Send Noodz	buckwheat soba, fried pork belly, fish sauce, maple, charred green onion, shimeji , soft egg, kimchi-charron
Sinclair's Ocean Grill	Shrimp Calamarata	portobello mushroom , cherry tomatoes, shallots, garlic, basil, lemon, asparagus, touch of cream, sun-dried tomato pesto.
S'mac	Parisiene Mac	mac-n-cheese for the upper crust. creamy brie, roasted figs, roasted shiitake mushrooms and fresh rosemary. it's addictive.
Spatola's Pizza	Penne Fico	sausage, figs, shallots, portobello mushroom in a red wine demi glazed.
Tavernonna	Buckwheat Cavatelli	confit duck leg, juniper, roasted chanterelles , up duck egg, black pepper pecorino.
The Beehive	Braised Oxtail Gnocchi	pearl onions, swiss chard, foraged mushrooms , pecorino.

PIZZA



Pizza featuring mushrooms have a higher concentration at QSR and Regional restaurants.

» The occurrence of mushrooms on pizza has increased in almost all segments.



Mushrooms are found on over three-fourths of pizza menus.

- » Premium mushrooms including truffles and wild mushrooms are menued more often at Fine Dining.
- » Fast Casual offers a variety of cultivated mushrooms including portobello, cremini, and shiitake.
- » Truffles, shiitakes, and porcini have all experienced growth the past 4 years.

MUSHROOM VARIETIES WITH PIZZA

ranked by menu penetration

	QSR	FAST CASUAL	MIDSCALE	CASUAL	FINE DINE	ALL	1 YEAR GROWTH	4 YEAR GROWTH
Mushroom (All)	87.3%	67.1%	78.1%	73.1%	52.9%	76.7%	-1%	+2%
Truffle	2.3%	19.2%	3.6%	12.4%	20.0%	8.7%	-1%	+23%
Portobello Mushroom	3.3%	11.0%	7.6%	7.3%	2.9%	6.2%	-6%	-15%
Wild Mushroom	1.3%	4.1%	3.6%	6.0%	10.0%	4.3%	-7%	-16%
Cremini Mushroom	0.5%	6.8%	2.4%	5.8%	4.3%	3.7%	+11%	+11%
Shiitake Mushroom	1.5%	5.5%	2.4%	2.8%	1.4%	2.4%	-5%	+3%
Porcini Mushroom	0.5%	2.7%	1.6%	2.0%	1.4%	1.5%	-	+11%
Button Mushroom	1.0%	4.1%	2.0%	1.2%	-	1.4%	-9%	-

MenuTrends 2019, PENETRATION: Of restaurants serving pizza, % that offer...

Mushrooms are found on third-fourth of pizzas with specialty varieties like black truffles used as garnish or seasoning.

» Slow cooked cuts of meat such as short ribs and brisket are experiencing rapid growth on pizza.

TOP INGREDIENTS ON PIZZA							
TOP ranked by penetration	PENETRATION	1 YEAR GROWTH	4 YEAR GROWTH	TRENDING ranked by 4-year growth	PENETRATION	1 YEAR GROWTH	4 YEAR GROWTH
Cheese	87.2%	-	-1%	Whiskey	1.1%	+24%	+++%
Onion	79.8%	+1%	+2%	Short Rib	1.1%	+25%	+++%
Tomato	77.6%	-1%	-	Brisket	1.0%	+76%	+++%
Mushroom	76.7%	-1%	+2%	Pickled Red Onion	1.0%	+41%	+++%
Mozzarella	76.5%	-	+5%	Cranberry	1.1%	+24%	+++%
Pepperoni	74.1%	+1%	+3%	Vegan Cheese	2.0%	+56%	+181%
Sausage	73.8%	-	-1%	Aioli	1.6%	-4%	+145%
Chicken	67.4%	-1%	-	Shredded Parmesan	1.4%	+19%	+112%
Bacon	60.2%	-	+6%	Black Truffle	1.8%	+14%	+109%
Olive	59.9%	-1%	-3%	Kale	2.9%	-2%	+101%
Garlic	59.5%	-	+4%	Roasted Mushroom	2.4%	+3%	+101%
Basil	58.1%	+1%	+10%	Burrata	3.8%	+30%	+97%
Red Sauce	51.1%	+3%	+10%	Soppressata	2.1%	+12%	+94%
Spinach	48.9%	-1%	+1%	Thousand Island	1.2%	+55%	+90%
BBQ	47.1%	-	-	Sriracha	2.0%	+8%	+87%

Mushrooms are a the third most common veggie topping on pizza after onions and tomatoes.

» Peppers are a popular topping on pizza with common varieties such as green, jalapeno, and red pepper among the top, as well as trending varieties like Calabrian chili.

TOP & TRENDING VEGETABLES ON PIZZA

TOP ranked by penetration				TRENDING ranked by 4-year growth			
	PENETRATION	1 YEAR GROWTH	4 YEAR GROWTH		PENETRATION	1 YEAR GROWTH	4 YEAR GROWTH
Onion	79.8%	+1%	+2%	Pickled Red Onion	1.0%	+41%	+251%
Tomato	77.6%	-1%	-	Black Truffle	1.8%	+14%	+109%
Mushroom	76.7%	-1%	+2%	Kale	2.9%	-2%	+101%
Spinach	48.9%	-1%	+1%	Roasted Mushroom	2.4%	+3%	+101%
Black Olive	44.7%	+1%	-1%	Roasted Corn	1.4%	+12%	+59%
Green Pepper	44.1%	-	+2%	Cherry Tomato	5.3%	+8%	+52%
Red Onion	40.8%	+1%	+13%	Calabrian Chili Pepper	1.6%	-4%	+47%
Artichoke	33.5%	-5%	-2%	Baby Spinach	4.3%	+4%	+47%
Jalapeno Pepper	29.7%	+1%	+11%	Baby Arugula	2.4%	+7%	+44%
Red Pepper	24.9%	-3%	+5%	White Onion	2.2%	+20%	+43%
Broccoli	24.1%	-1%	-8%	Brussels Sprouts	1.5%	-	+41%
Arugula	19.1%	+7%	+32%	Cauliflower	2.1%	+39%	+39%
Bell Pepper	16.9%	-3%	-7%	Breaded Eggplant	1.4%	+6%	+36%
Sun Dried Tomato	16.5%	-5%	-15%	Arugula	19.1%	+7%	+32%
Eggplant	16.4%	-3%	-5%	Yellow Onion	1.6%	+16%	+30%

Mushrooms are frequently paired with traditional proteins (sausage, pepperoni) and veggies (onion, green pepper) on pizza menus.

» The addition of premium meats such as chicken sausage, ribeye steak, and applewood smoked bacon are growing on pizzas featuring mushrooms.

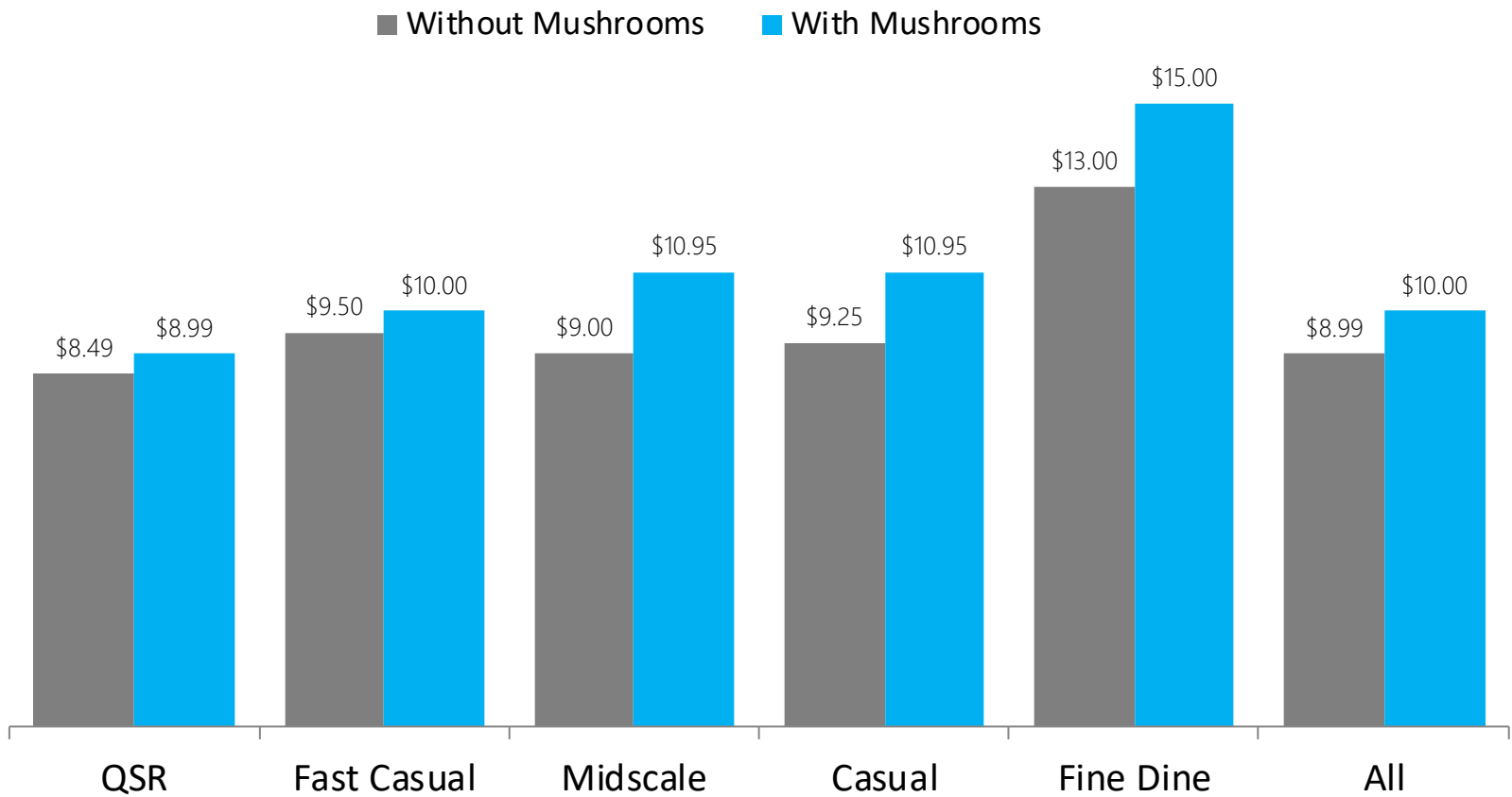
TOP INGREDIENTS IN PIZZA WITH MUSHROOMS							
TOP ranked by penetration	PENETRATION	1 YEAR GROWTH	4 YEAR GROWTH	TRENDING ranked by 4-year growth	PENETRATION	1 YEAR GROWTH	4 YEAR GROWTH
Onion	83.1%	+1%	+1%	Vegan Cheese	1.1%	+24%	+118%
Sausage	71.1%	-	-3%	Chicken Sausage	1.3%	+1%	+98%
Pepperoni	68.8%	-	-2%	Egg	3.3%	+11%	+93%
Tomato	58.9%	-4%	-8%	Avocado	1.2%	+20%	+84%
Green Pepper	55.4%	-	+2%	San Marzano Tomatoes	1.7%	+22%	+78%
Mozzarella	51.9%	-2%	+4%	Ribeye Steak	1.1%	+35%	+70%
Black Olive	51.4%	+1%	+1%	Applewood Smoked Bacon	1.6%	+23%	+69%
Garlic	38.2%	-	+3%	Turkey	1.9%	+13%	+65%
Bacon	36.1%	+1%	+1%	Cherry Tomato	2.3%	+16%	+59%
Spinach	35.2%	-4%	-1%	Arugula	6.5%	+3%	+57%
Chicken	31.9%	-1%	-4%	White Onion	2.1%	+24%	+56%
Ham	29.1%	-2%	-5%	Fried Onion	1.1%	+39%	+56%
Red Sauce	27.5%	+1%	+1%	Black Pepper	1.1%	+1%	+56%
Italian Sausage	27.2%	+0%	-3%	Salsa	1.1%	+39%	+56%
Artichoke	25.4%	-7%	-9%	Smoked Mozzarella	1.8%	+13%	+45%

Pizza with mushrooms command a higher price point at full-service restaurants.

» The addition of mushrooms on pizza adds a nominal price increase at LSR operators.

PIZZA

median price by segment



	Price Gap**	% Increase***
QSR	\$0.50	+6%
Fast Casual	\$0.50	+5%
Midscale	\$1.95	+22%
Casual	\$1.70	+18%
Fine Dining	\$2.00	+15%
All	\$1.01	+11%

**price gap = Mushroom category – All mushroom

*** % increase = (Mushroom category /All Mushroom)-1



Spicy Milano Crispy Thin Crust Pizza

California Pizza Kitchen | Mar 2019

Our crispy thin crust topped with spicy marinara, serrano peppers, Italian sausage, spicy pepperoni, Cremini mushrooms, yellow onions, fresh Mozzarella & Romano and wild Greek oregano.



Roasted Mushroom Flatbread Pizza

Cheesecake Factory | Mar 2019

Assorted Mushrooms, Parmesan, Garlic, Herbs and Extra Virgin Olive Oil. Truffle Oil on Request.



Steak & Portabella Pizza

Newk's Eatery | Oct 2018

Flame-grilled petite tenderloin steak, grilled portabella mushrooms, caramelized onions, mozzarella cheese and rich vine-ripened tomato sauce. Topped with Gorgonzola cheese.

PASTA FEATURING MUSHROOMS

restaurant menus

RESTAURANT	ITEM	DESCRIPTION
Albanese's Delizioso	Honey Mustard Chicken Pizza	white pizza, mushrooms , roasted red peppers and cheese.
Eaton's Fresh Pizza	The Cajun Pizza	sausage, shrimp, crab, green peppers, fresh mushrooms , onions, cajun seasoning, and mozzarella.
Flour And Barley	Gianna Pizza	san marzano tomato sauce, fennel sausage, mushrooms , pine nuts, and mozzarella.
Gialina	Wild Nettles Pie	with pancetta, red onions, portobello mushrooms and provolone.
Gochi Japanese Fusion Tapas	Kurobuta Chashu Miso	miso sauce, shredded kurobuta pork, wild mushrooms and cheese.
Good Guys Pizza	Anchovy Thin Crust Pizza	red sauce, anchovies, mushrooms , tomatoes, mozzarella and parmesan cheese.
Great American Pizza Co	Eggplant Ricotta Pizza	sun-dried tomatoes, fresh baked eggplant, mushrooms and our three cheese blend topped with ricotta cheese.
Harvest Seasonal Grill & Wine	Short Rib And Mushroom Flatbread	fennel-spiced mushroom , smoked cheddar, horseradish-pumpkin seed pesto, caramelized onion, pickled mustard seed, micro leek.
Kbc	The Jerry Garcia Flatbread	balsamic and olive oil confit mushrooms , goat cheese, mozzarella, arugula, cracked black pepper, balsamic reduction.
Louisiana Pizza Kitchen	Roasted Duck Pizza	duck, mushrooms , roma tomatoes, grapes, grape demi-glaze and mozzarella cheese.
M'tucci's Italian	Funghi	roasted portabella , roasted garlic-porcini pate, white truffle, buffalo mozzarella.

PIZZA FEATURING MUSHROOMS

restaurant menus

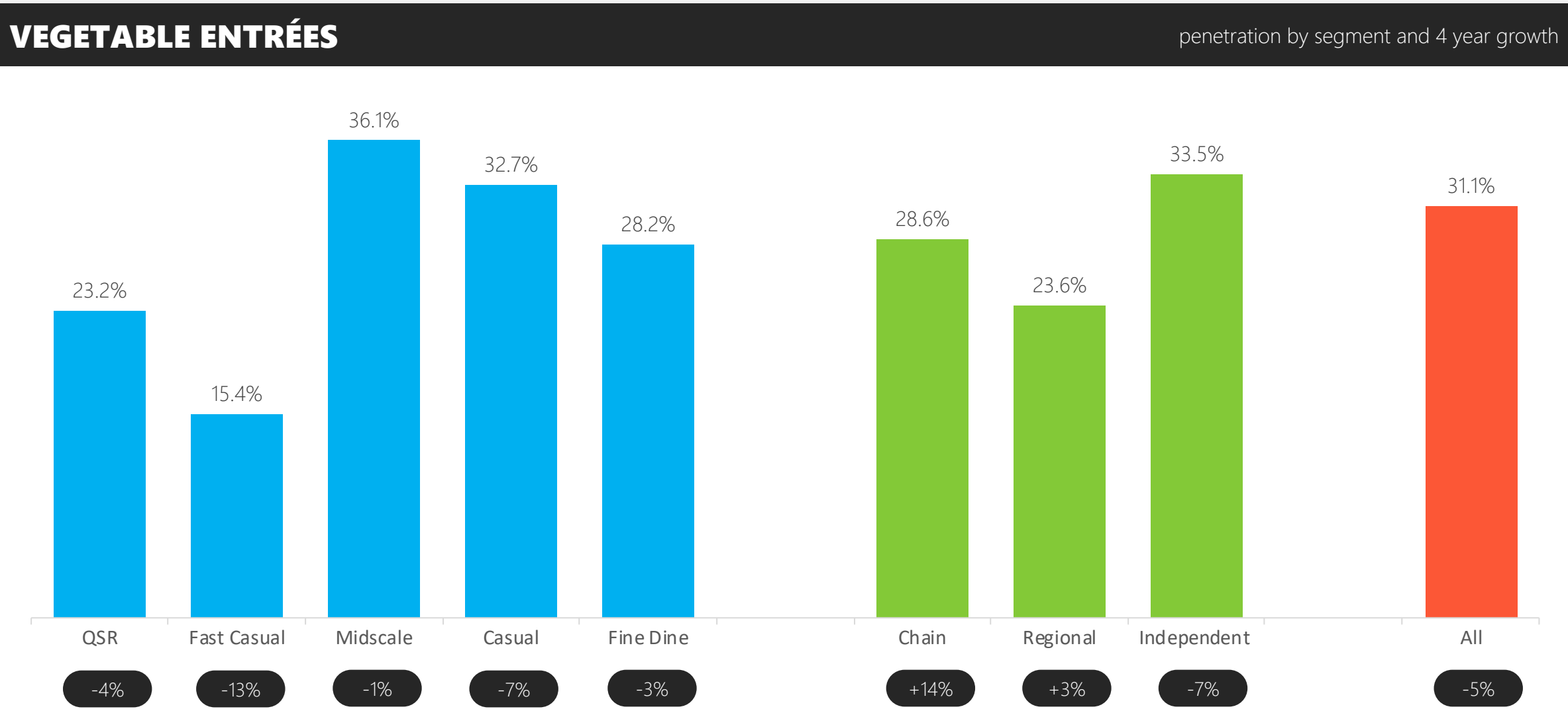
RESTAURANT	ITEM	DESCRIPTION
My Euro Caffè	Skirt Steak Pizza	chimichurri marinara, mozzarella, skirt steak, mushroom .
Nestico's Restaurant	Five Points Nashville Pizza	vodka sauce, fresh mozzarella, prosciutto, mushroom , basil, red onion.
Osteria La Buca	Baked Egg Pizza	roasted mushrooms, mushroom puree , parmesan, parsley.
Palomino	Guanciale And Truffle Pizza	hand-pulled fresh mozzarella, butter braised wild mushrooms , caramelized onions, shaved garlic, pickled red onions, fresh herbs.
Parlor Pizza	Save The Last Ranch Pizza	roasted broccolini, shaved garlic, chili flake, manchego and fontina cheese, and house black truffle ranch .
Pitfire Pizza	Hail Kale Pizza	black kale, field mushrooms , aged cheddar, calabrian, chile.
Siena Tavern	Caramelized Brussels Sprouts Pizza	prosciutto sausage, roasted garlic, charred corn, shaved fingerling potato, white truffle oil .
Smoky Mountain Pizza & Pasta	Santa Cruz Bbq Pizza	our creamy garlic sauce, fresh mushrooms , smoked gouda cheese, spicy jalapeños, bacon bits and bbq chicken.
Spuntino Wine Bar & Italian Tapas	Fig And Prosciutto Pizze	gorgonzola, caramelized onion, portobello , crimini mushrooms , fig jam, prosciutto di parma.
Up @ Urban Putt	The Links Pizza	chicken merguez, fennel pork and boudin blanc sausages, portobello mushrooms , fresh oregano, mozzarella cheese, tomato sauce.
Zero Otto Nove	La Cirilo Pizza	butternut squash puree, cream of truffle, mushrooms and fresh mozzarella.

VEGETABLE ENTRÉES



Vegetable focused entrées featuring mushrooms are most often featured at full-service restaurants.

- » A third of Independent restaurants feature mushrooms with veggie entrées.
- » The fastest growth has occurred at Chains.



Mushrooms are found on nearly a third of veggie focused dishes.

- » Shiitake mushrooms are the top variety in vegetable entrées for their ability to create umami flavors.
- » Fine dining restaurants are more likely to feature foraged varieties of mushrooms like truffle and maitake.
- » Asian mushrooms such as straw and oyster often skew towards Midscale.

MUSHROOM VARIETIES IN VEGETABLE ENTRÉES						ranked by menu penetration		
	QSR	FAST CASUAL	MIDSCALE	CASUAL	FINE DINE	ALL	1 YEAR GROWTH	4 YEAR GROWTH
Mushroom	23.2%	15.4%	36.1%	32.7%	28.2%	31.1%	-6%	-5%
Shiitake Mushroom	4.0%	3.1%	11.5%	11.0%	7.7%	9.4%	-7%	-6%
Portobello Mushroom	2.9%	6.2%	2.1%	3.4%	4.3%	3.1%	-10%	-12%
Wild Mushroom	0.7%	-	0.2%	1.2%	2.6%	0.9%	-18%	+4%
Truffle	0.4%	-	0.2%	0.9%	3.4%	0.8%	+7%	+12%
Straw Mushroom	0.4%	-	1.9%	0.5%	-	0.8%	-14%	-44%
Wood Ear Mushroom	0.4%	-	0.6%	1.2%	-	0.8%	+7%	+4%
Chinese Mushroom	1.4%	-	1.1%	0.5%	-	0.8%	-1%	-33%
Oyster Mushroom	-	-	1.1%	0.5%	0.9%	0.6%	-1%	+29%
Maitake	-	-	0.2%	0.8%	0.9%	0.5%	-12%	-8%

MenuTrends 2019, **PENETRATION:** Of restaurants serving vegetable center of plate entrées, % that offer...

Mushrooms are the second most common ingredient on vegetable focused entrées after eggplant.

» Seasonings with a functional element like turmeric, fenugreek, and miso are among the top trending ingredients.

TOP INGREDIENTS ON VEGGIE ENTRÉES

TOP ranked by penetration	PENETRATION	1 YEAR GROWTH	4 YEAR GROWTH	TRENDING ranked by 4-year growth	PENETRATION	1 YEAR GROWTH	4 YEAR GROWTH
Eggplant	52.5%	-1%	-	Mapo	2.2%	+37%	+133%
Mushroom	31.1%	-6%	-5%	Mango	2.4%	+20%	+118%
Garlic	30.7%	-2%	-	Coconut Curry	2.0%	-1%	+80%
Tofu	30.3%	-1%	+7%	Turmeric	1.1%	+17%	+79%
Parmesan	27.5%	-2%	-1%	Fenugreek	1.2%	+4%	+59%
Bean	26.8%	+3%	-	Pesto	1.9%	+13%	+58%
Broccoli	23.9%	-2%	-4%	Brussels Sprouts	1.4%	-1%	+55%
Onion	23.5%	-1%	+4%	Miso	1.4%	+8%	+55%
Cheese	22.2%	-4%	-8%	Edamame	1.1%	+4%	+55%
Red Sauce	20.5%	-3%	+2%	Salsa	1.9%	+5%	+51%
Pea	18.0%	+1%	-3%	Sour Cream	1.6%	+28%	+50%
Green Bean	17.4%	-2%	-6%	Saffron	1.2%	+23%	+48%
Carrot	17.2%	-	+13%	Green Onion	3.8%	+17%	+47%
Tomato	17.0%	-4%	-6%	Tahini	1.9%	+27%	+46%
Mozzarella	15.6%	-3%	-4%	Sweet Potato	5.5%	+18%	+44%

Vegetables used as meat replacements such as mushrooms, cauliflower, and chickpeas are common on vegetable centric entrées.

» Root vegetables like sweet potatoes, daikon, and radish can be prepared in many ways including roasted, pickled, or served raw.

TOP & TRENDING VEGETABLES ON VEGGIE ENTRÉES							
TOP ranked by penetration	PENETRATION	1 YEAR GROWTH	4 YEAR GROWTH	TRENDING ranked by 4-year growth	PENETRATION	1 YEAR GROWTH	4 YEAR GROWTH
Eggplant	52.5%	-1%	-	Brussels Sprouts	1.4%	-1%	+55%
Mushroom	31.1%	-6%	-5%	Edamame	1.1%	+4%	+55%
Bean	26.8%	+3%	-	Green Onion	3.8%	+17%	+47%
Broccoli	23.9%	-2%	-4%	Sweet Potato	5.5%	+18%	+44%
Onion	23.5%	-1%	+4%	Butternut Squash	1.1%	+4%	+43%
Potato	19.5%	+2%	+10%	Jalapeno Pepper	3.3%	+4%	+41%
Pea	18.0%	+1%	-3%	Yellow Lentil	2.0%	+5%	+41%
Green Bean	17.4%	-2%	-6%	Soy Bean	1.1%	+10%	+41%
Carrot	17.2%	-	+13%	Daikon	1.3%	+3%	+34%
Tomato	17.0%	-4%	-6%	Fried Broccoli	1.4%	+32%	+31%
Spinach	15.2%	-1%	-8%	Radish	2.4%	-8%	+29%
Cucumber	11.3%	-1%	+3%	Chickpea	7.7%	+19%	+27%
Bell Pepper	10.6%	+2%	+15%	Cauliflower	10.5%	+13%	+27%
Cauliflower	10.5%	+13%	+27%	Seaweed	2.0%	-4%	+27%
Asparagus	9.6%	-3%	-3%	Olive	1.1%	-26%	+24%

Asian style vegetables (snow pea, baby corn, and bamboo shoots) are among the top ingredients in veggie entrées with mushrooms.

» Mirroring top ingredients, many of the trending sauces with mushrooms in veggie entrées are Asian inspired like coconut milk, curry, and soy sauce.

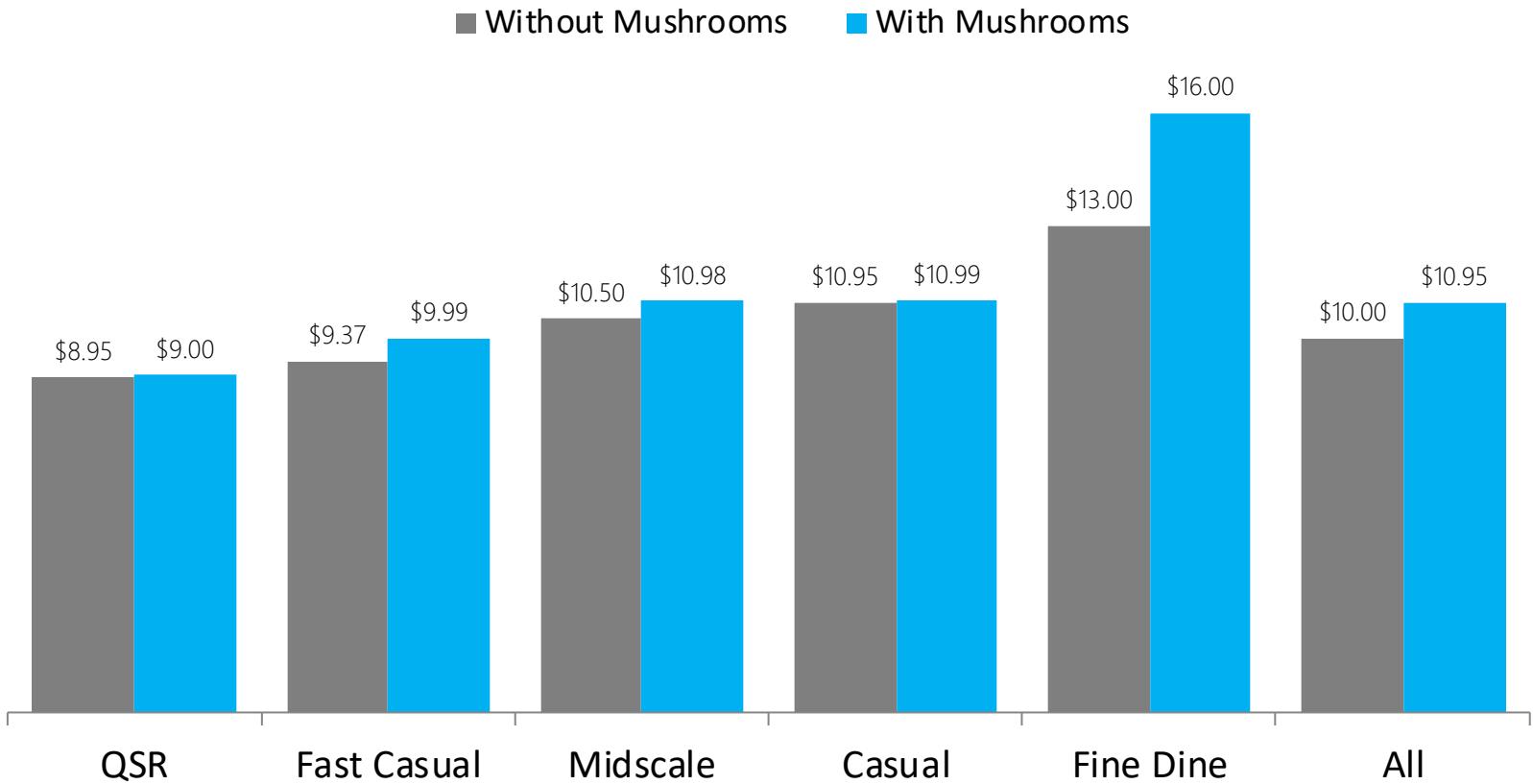
TOP INGREDIENTS IN VEGETABLE ENTRÉES WITH MUSHROOMS							
TOP ranked by penetration	PENETRATION	1 YEAR GROWTH	4 YEAR GROWTH	TRENDING ranked by 4-year growth	PENETRATION	1 YEAR GROWTH	4 YEAR GROWTH
Onion	30.7%	+4%	+11%	Coconut Milk	2.7%	+5%	+++%
Tofu	28.8%	+2%	+21%	Pesto	2.2%	+44%	+++%
Broccoli	28.6%	+3%	+3%	Tomato Sauce	2.5%	+26%	+87%
Pea	27.6%	+1%	-8%	Brown Rice	2.2%	+44%	+72%
Carrot	24.9%	-1%	+7%	Coconut	4.3%	+10%	+64%
Garlic	19.4%	-3%	-4%	Sweet Potato	2.5%	+57%	+64%
Snow Pea	16.4%	-	-14%	Lemon	2.0%	+50%	+56%
Corn	15.7%	-3%	-9%	Basil	9.4%	+5%	+44%
Baby Corn	13.3%	-3%	-10%	Rice	11.5%	+25%	+39%
Bell Pepper	12.9%	+3%	+4%	Sauteed Broccoli	2.2%	+5%	+33%
Tomato	12.9%	+3%	+4%	Curry	8.6%	+22%	+31%
Bamboo Shoot	12.3%	-2%	-13%	Green Onion	3.9%	+25%	+30%
Rice	11.5%	+25%	+39%	Soy Sauce	7.0%	-4%	+28%
Eggplant	11.2%	+3%	-2%	Avocado	2.9%	-8%	+27%
Ginger	11.2%	-1%	-3%	Cashew	3.1%	+21%	+26%

The addition of mushrooms to vegetable-based entrées does not have a significant impact on price.

» Fine Dining is the only segment to experience an increase of note.

VEGETABLE ENTRÉES

median price by segment



	Price Gap**	% Increase***
QSR	\$0.05	+1%
Fast Casual	\$0.62	+7%
Midscale	\$0.48	+5%
Casual	\$0.04	-
Fine Dining	\$3.00	+23%
All	\$0.95	+10%

**price gap = Mushroom category – All mushroom

*** % increase = (Mushroom category /All Mushroom)-1



Portobello Shroom & Turmeric Hummus

Le Pain Quotidien | Jun 2019

Portobello mushroom, heirloom tomato, cucumber, parsley and cilantro with turmeric ginger hummus.



Zoodles Primavera

Olive Garden | Jun 2019

Zucchini noodles tossed in a light basil cream sauce with broccoli, carrots, seasoned tomatoes, roasted red peppers and mushrooms. Available with sauteed shrimp (+\$3.50) or grilled chicken (+\$2.50).



Umamii Salad

Freshii | May 2019

Kale, brown rice, avocado, edamame, mushrooms, cucumber, cabbage, carrots, hemp seeds, ginger miso dressing.

RESTAURANT	ITEM	DESCRIPTION
Bar Bocce	Maitake Mushrooms	roasted beets and thumbelina carrots, romanesco broccoli, avocado, goat cheese, pistachios, mint.
Bobcat Bonnie's	Wild Mushroom Hash	house potatoes, mushrooms, herbs, goat cheese, sriracha drizzle.
Café Fleuri	Asparagus And Potato Dumplings	exotic mushrooms, soft poached egg, shaved parmesan, chervil, chive.
Chicago Diner	Truffle Mushroom Lentil Loaf	a soul-warming blend of mushroom and lentil casserole topped with a white truffle mushroom sauce. served with sautéed vegetables and roasted potatoes.
Dark Horse Bar And Eatery	Golden Curry	gochujang, broccoli, pickled mushroom, garbanzo beans, chili threads.
Farm On Adderley	Black Trumpets	radish cake, sweet and sour sauce, stinging nettle relish.
Fountainhead	Potato Gnocchi	charred cauliflower, black truffle pudding, brussels sprouts, parmesan.
Hojoko	Shiitake Mushroom Tempura Sashimi	truffle salsa, moromi, fried garlic, truffle froth.
In The Raw	Portabella Roll	sautéed portabella mushrooms, red bell pepper, cucumber and cream cheese.
Mari Vanna	Kartoshechka	homestyle roasted potatoes with wild mushrooms and onions, served with sour cream and pickles.
Matsui	Assorted Kinoko Kakiage	maitake, eryngii, beech shimeji, onion (use organic kinoko).

RESTAURANT	ITEM	DESCRIPTION
Penang Restaurant	Buddhist Yam Pot	shaped fried taro stuffed with corn, snow peas and black mushroom topped with cashew nuts.
Pisco	Vegan Ceviche	cremini mushroom , red bell pepper, crisp toasted corn, cherry heirloom tomato, sesame, aji amarillo leche de tigre, yam. gluten free. vegetarian.
Playa Provisions	Grilled Maitake Mushrooms	sunflower seed puree, sprouts, sunchokes.
Snack Taverna	Wild Mushroom Yiouvetsi	orzo, cinnamon scented tomato sauce, kalamata, zucchini, cress, and graviera cheese.
Sticky Rice	Garden Balls	shiitake mushrooms , red pepper, cilantro and spicy rice in an inari pocket then tempura fried and drizzled with eel sauce. vegan.
Sunda	Truffled Mushroom Futo Maki	shiitake , hon shimeji , oyster mushroom , truffled soy ponzu.
Thaiphoon	Eggplant In Spicy Sauce	medium. eggplant stir fried in garlic paste, chili, onion, basil, and mushroom .
The Mad Batter Restaurant	Vegan Wellington	eggplant, portobello mushroom , roasted pepper, spinach, vegan house cheddar sauce, baked in a puff pastry, served atop roasted tomato sauce.
Veggie Heaven	Hunan Special Garden	a splendiferous array of vegetables enhanced by a bed of wood ear and dried bean curd sheets.
Yao Restaurant & Bar	Shiitake Mushroom With Asparagus	shiitake mushrooms cooked in brown sauce served over steamed asparagus.
Penang Restaurant	Buddhist Yam Pot	shaped fried taro stuffed with corn, snow peas and black mushroom topped with cashew nuts.



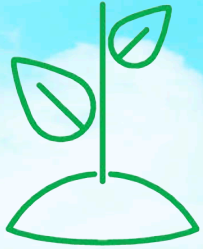
APPENDIX **ADDITIONAL SLIDES**

MAC

menu
adoption
cycle

Food trends follow a predictable life cycle.

The MAC helps you determine a trend's current life stage, as well as its potential for future advancement.



inception

Trends start here. Inception-stage trends exemplify originality in flavor, preparation, and presentation.

IN FOODSERVICE

Ethnic Indies
Fine Dining

AT RETAIL

Ethnic Markets
Farmers Markets
(Rare Elsewhere)

adoption

Adoption-stage trends grow their base via lower price points and simpler prep methods. Still differentiated, these trends often feature premium and/or generally authentic ingredients.

IN FOODSERVICE

Gastro Pubs
Upper Casual
Fast-Casual
Food Trucks

AT RETAIL

Specialty Grocery
Gourmet Food Shops
Food Hall

proliferation

Proliferation-stage trends are adjusted for mainstream appeal. Often combined with popular applications (on a burger, pasta, etc.).

IN FOODSERVICE

Casual Chains
QSR Chains
Progressive C-Stores
Colleges

AT RETAIL

Mainline Grocery
Mass Merchant
Club Stores

ubiquity

Ubiquity-stage trends have reached maturity, and can be found across all sectors of the food industry. Though often diluted by this point, their inception-stage roots are still recognizable.

IN FOODSERVICE

Family Restaurants
Traditional C-Stores
K-12
Healthcare

AT RETAIL

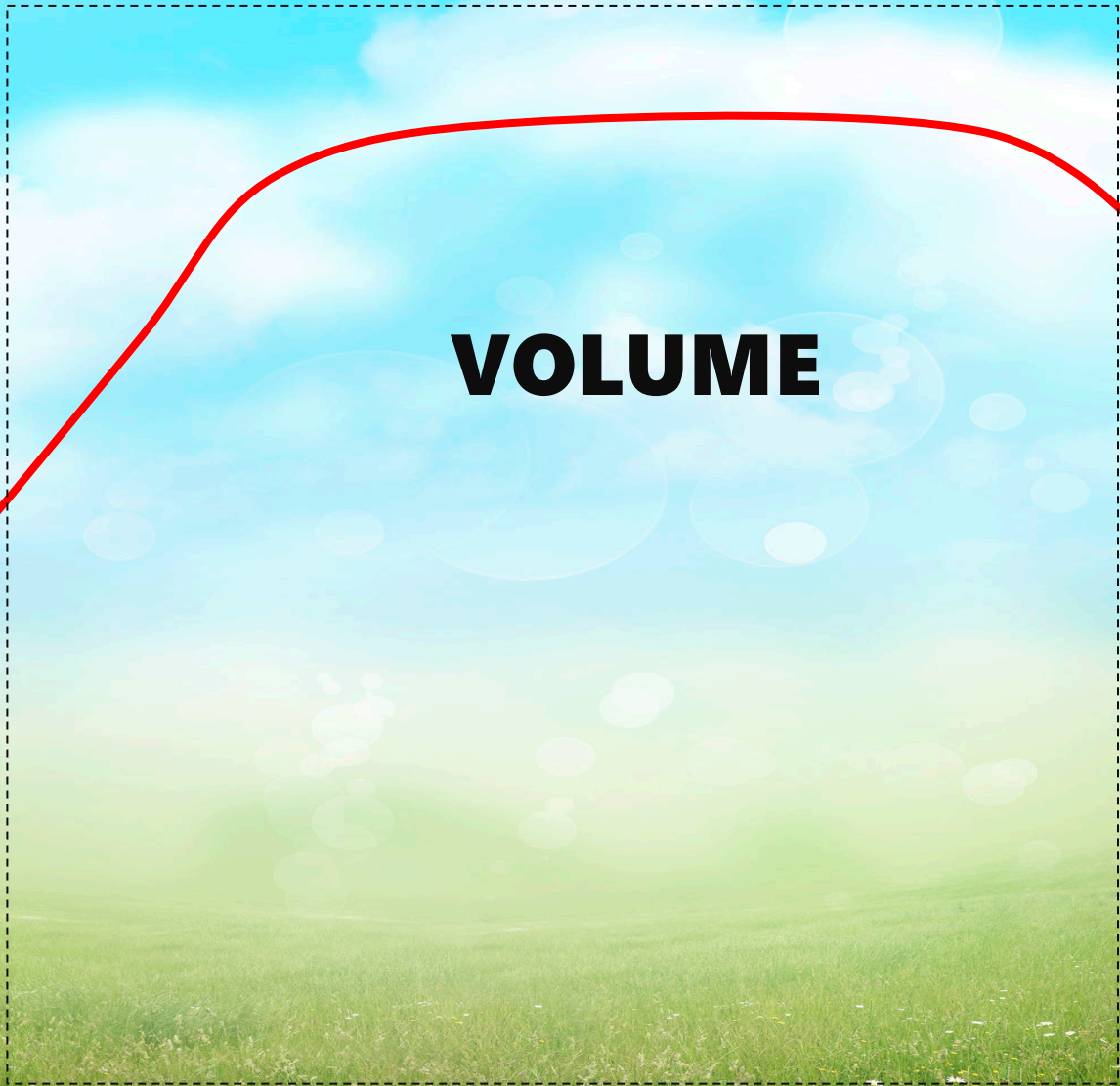
Drug Stores
Dollar Stores

excitement

volume



menu
adoption
cycle



inception
fine dining, mixology, earliest stage

adoption
trendy restaurants + specialty grocers

proliferation
chain restaurants + mainstream grocery

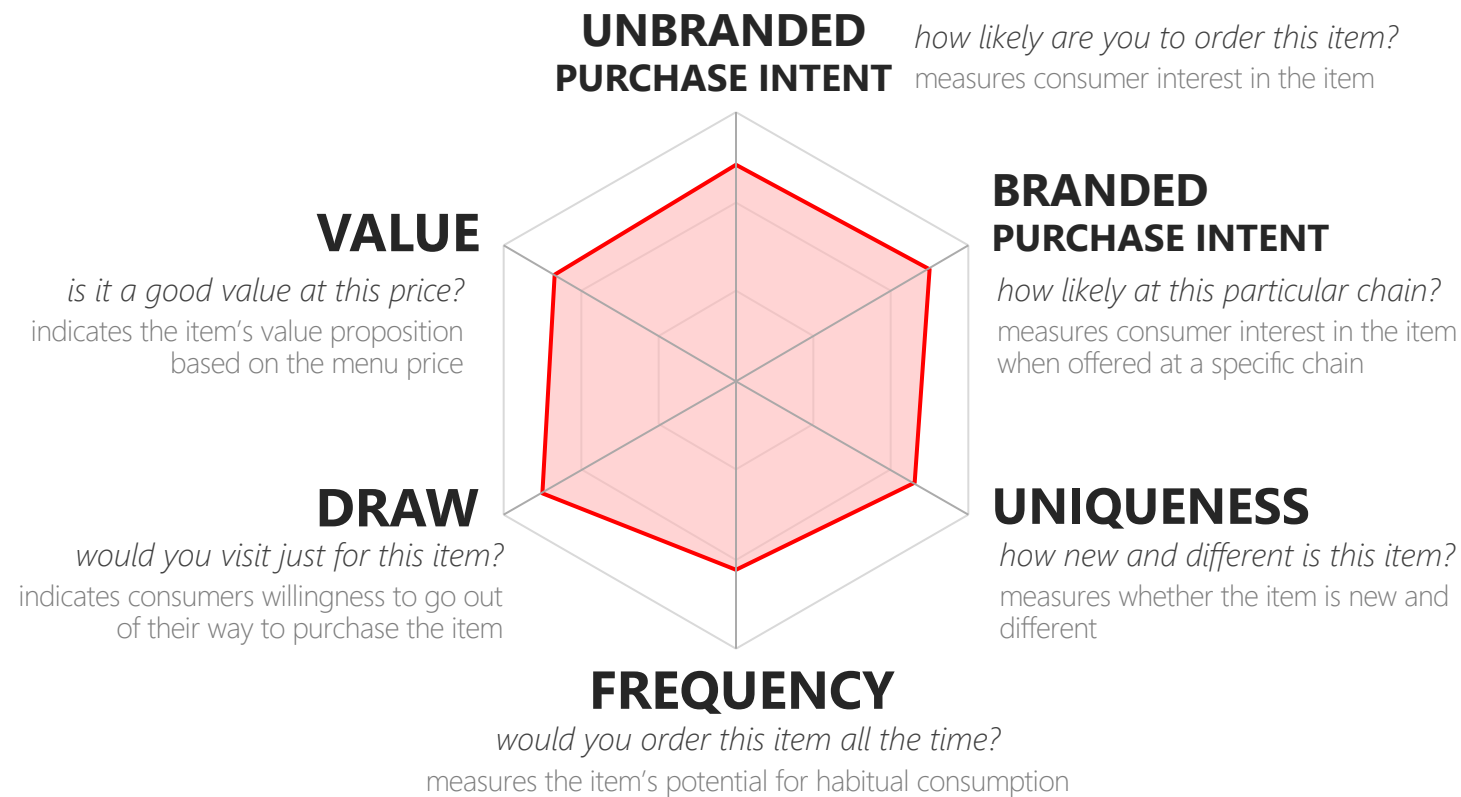
ubiquity
find it just about anywhere

RESTAURANT SEGMENTS



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 metrics**:

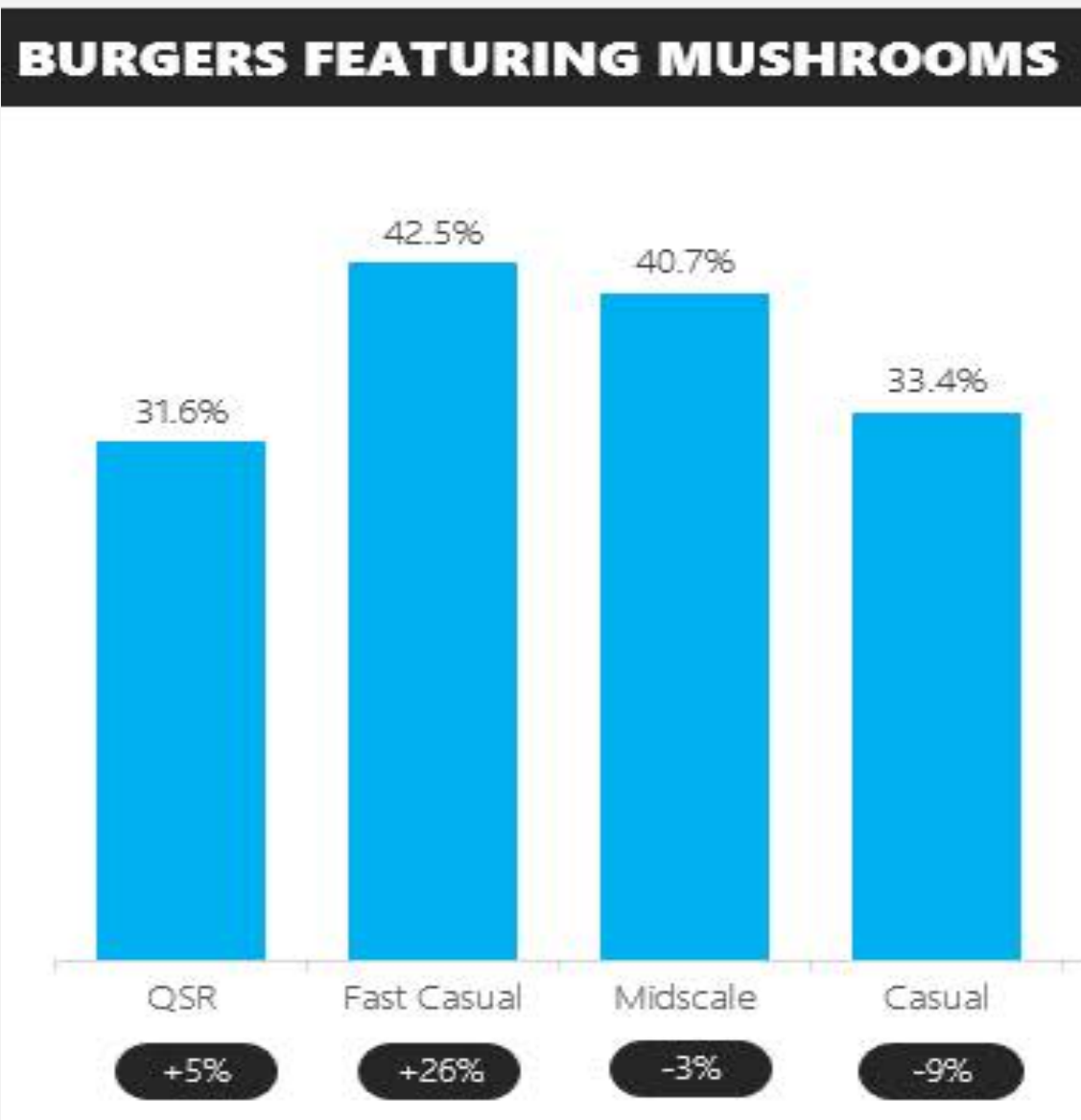




FOOD WITH A STORY™

Datassential is your best source for food industry insights; from the latest menu trends to the products shoppers want at the grocery store.

DATASSENTIAL



How far down are the segments.

