



Mushroom Chain Promotion Outreach Update: December 2008



What We're Working On

Chain	Status	Term	Promo	Menu Dev.	Notes/Next steps
(Applebee's) Apple American	Mushroom promotion ran Nov. 2 -30 (189 restaurants)	Short	Yes	TBD	Waiting to hear final promotion stats
(Applebee's) AppleGrove Restaurants	Mushroom promotion ran Nov. 2 -30 (104 restaurants)	Short	Yes	TBD	Waiting to hear final promotion stats
(Applebee's) Apple Two Associates	Mushroom promotion ran Nov. 2 -30 (27 restaurants)	Short	Yes	TBD	Waiting to hear final promotion stats
(Applebee's) Rose Mgmt Services	Mushroom promotion ran Nov. 2 -30 (58 restaurants)	Short	Yes	TBD	Waiting to hear final promotion stats
Biaggi's	Interested in mushrooms. Contacted during Veal Event	Long	TBD	TBD	On-hold
Bob Evans	Developed menu concepts in conjunction with Butterball Turkey	Short	TBD	TBD	Bob Evans evaluating concepts internally
Boston's Pizza	Interested in ideation and/or server promotion	Short	Yes	2008	Continuing to follow up to set date for meeting to arrange promotion
Brinker (Romano's Macaroni Grill)	Attempting to breach other Brinker concepts. Dates being reviewed. Offered sponsorship of a promo tour of Italian eateries in SF Sent follow-up e-mail from MEG 08	Short & long	Yes	2008	Romano's introduced new Mushroom items. Concept up for sale by Brinker WOF 2008: Had dinner with R&D chefs 11/8 Reaching out to culinary innovations department
Brio/Bravo	Conducted a Menu Immersion in joint effort with Pork Board.	Short & Long	Yes	Done	Follow up call on 11/17, discussed three new mushroom menu items
Burger King	Providing promotional support for Mushroom Swiss Burger	Short & Long	Yes	TBD	Mushroom LTO now live. Online ads funded with Council support Waiting to hear promotion statistics
Central Market	Contact from WOF 2008, Alexei will f/u	TBD	TBD	TBD	Following up in Nov/Dec
Carl's Jr.	Emailed in Nov.	TBD	TBD	TBD	Looking into promoting mushroom burger
Cheesecake Factory	Interested in promotion and sodium reduction/health themed culinary session in early 2009	Short & Long	Yes	Yes	New mushroom menu items debuted in September. Will reach out to promote Chicago Tribune's best veggie burger winner: Grand Lux Veggie Burger
Cosi's	Steve will follow-up, met at MEG 08	TBD	TBD	TBD	Cosi's having financial problems, on-hold for now
Darden (Season's 52)	Working through PR contact; exploring online promo partnership for late 2008	Short	TBD	No	New mushroom items at Seasons 52
Dunkin' Brands	Contact from WOF 2008	TBD	TBD	TBD	Steve/Alexei will follow up and arrange possible meeting in early 09
Golden Corral	Contact from WOF 2008	TBD	TBD	TBD	Alexei will follow up with culinary department
IHOP	Submitted new mushroom menu concepts	Short & Long	TBD	Yes	Plan to test new items with consumers

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Max & Erma's	Contact from WOF 2008	TBD	TBD	TBD	Long term prospect; following up in Dec and hope to plan meeting in Ohio in 09
Moe's Southwest Grill	Met Sept 22, pursuing marketing partnership opportunity around new mushroom burrito	Short	Yes	Yes	Working with Moe's to support burrito launch in spring 2009.
Morrison	Met 9/22 to review promotion partnership program	Short	Yes	TBD	Looking at opportunities for spring 2009 promotions
Noodles & Co.	Contact from WOF 2008 Currently not using fresh domestic mushrooms due to food costs	TBD	TBD	TBD	Following up to determine opportunity
Olive Garden	Contact from WOF 2008	TBD	TBD	Yes	Opportunity for culinary session in Orlando
Panera (Lunch):	Scheduling an Ideation for early next year	Long	TBD	2008	Ideation to be in the Bay Area in January or February
Paradise Bakery	Contact from WOF 2008	TBD	TBD	TBD	Steve to follow up in Nov, attempt to get a meeting in AZ
PF Chang's	Interest in promoting Chinese New Year menu and new menu, rolling out in January.	Short & Long	Yes	Yes	Following up in Dec
Phillips Foods & Seafood Restaurants	Contact from WOF 2008 – Steve to follow up	TBD	TBD	TBD	Following up in Dec to determine opportunities with restaurants and prepared foods divisions
Rock Bottom	Sent info on Mushroom capabilities to new contact, awaiting info from RB	Long	TBD	TBD	Awaiting feedback
Safeway (Deli)	Safeway interested in pursuing menu development partnership	TBD	TBD	TBD	Had call 10/3; attempting to set face-to-face meeting
Sodexo Retail Brand Group	Ideation on Oct 23. Have launched two of our menu ideas— Triple Mushroom Penne and Mushroom Trio Labretti in 38 locations	Short & Long	Yes	Yes	Possible logo opportunity for new items Testing a third concept we developed—Pesto Chicken Sandwich with Roasted Portabellas for 110 more locations. Reviewing new concepts from Oct. ideation
T.G.I. Friday's	Held initial meeting in Dallas in June.	Short	TBD	Yes	Follow up meeting in December
Target	Contact from WOF 2008, Alexei will f/u	TBD	TBD	TBD	Pursuing menu development opportunity
Tony Roma's	Contact from WOF 2008	TBD	TBD	TBD	Keeping in touch for now, no immediate opportunity
Wendy's	Presented breakfast concepts in Nov				Follow up meeting in Dec with R&D and marketing Steve held culinary session with breakfast and lunch items in Dec.
Wolfgang Puck Express	Opportunity to support/PR for new mushroom items	Short + Long	TBD	TBD	Following up with culinary team
Wyndham Hotels	Discussing "healthful menu" ideation and promotion	Long	TBD	Yes	Wants help developing healthy menu with cooking session



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What's Ahead

Chain	Status	Term	Promo	Menu Dev.	Notes
Abuelo's	Contact from MEG 08, offered support of existing mushroom menu items	Short	TBD	TBD	No response from Abuelo's
Baja Fresh:	Developed concepts in April 2007	Long	TBD	Yes	Will revisit as part of mex. initiative in 2008
California Pizza Kitchen	Contact from MEG 08, following up	TBD	TBD	TBD	TBD
Corner Bakery	Contact from MEG 08, Alexei will follow-up	TBD	TBD	TBD	TBD
Guggenheimer	In touch via phone. Seeking mtg. in early Summer	TBD	TBD	TBD	Previous relationship
La Rosa's Pizza	Contact from MEG 08, Alexei will follow-up	TBD	TBD	TBD	TBD
Lackmann	Potential future meeting	TBD	TBD	TBD	Contract mgmt firm in FL and NY
Marie Callender's	Steve met at MEG 08, will initiate menu gap analysis Steve contacted in Sept., will follow up	TBD	TBD	TBD	TBD
McAlister's Deli	Contact from MEG 08, Alexei will follow-up	TBD	TBD	TBD	TBD
Red Robin	Contact from MEG 08, Sent info to Executive Chef for review	Long	TBD	TBD	TBD
Yard House	Contact from MEG 08, Alexei sent e-mail offering sponsorship and mtg	TBD	TBD	TBD	TBD
Yoshinoya	Contact from MEG 08, Alexei will follow-up	TBD	TBD	TBD	TBD