



Mushroom Chain Promotion Outreach Update: September 2008



What We're Working On

Chain	Status	Term	Promo	Menu Dev.	Notes/Next steps
<i>Abuelo's</i>	Contact from MEG 08, offered support of existing mushroom menu items	Short	TBD	TBD	No response from Abuelo's
<i>(Applebee's) Apple American</i>	Will hold mushroom promotion Nov. 2 -30 (189 restaurants)	Short	Yes	TBD	Sending gift cards and mushroom info cards to stores by Oct 15
<i>(Applebee's) AppleGrove Restaurants</i>	Will hold mushroom promotion Nov. 2 -30 (104 restaurants)	Short	Yes	TBD	Met with marketing director 9/22 Sending gift cards and mushroom info cards to stores by Oct 15
<i>(Applebee's) Apple Two Associates</i>	Will hold mushroom promotion Nov. 2 -30 (27 restaurants)	Short	Yes	TBD	Sending gift cards and mushroom info cards to stores by Oct 15
<i>(Applebee's) Rose Management Services</i>	Will hold mushroom promotion Nov. 2 -30 (58 restaurants)	Short	Yes	TBD	Sending gift cards and mushroom info cards to stores by Oct 15
<i>Biaggi's</i>	Interested in mushrooms. Contacted during Veal Event	Long	TBD	TBD	Steve following-up in October
<i>Boston's Pizza</i>	Boston's interested in ideation and/or server promotion in 2008	Short	Yes	2008	Continuing to follow up to set date for meeting to arrange promotion
<i>Bob Evans</i>	Developed menu concepts in conjunction with Butterball Turkey	Short	TBD	TBD	Bob Evans evaluating concepts internally
<i>Brio/Bravo</i>	Conducted a Menu Immersion in joint effort with Pork Board.	Short + Long	Yes	Done	Meeting with Marketing Team in fall 2008.
<i>Burger King:</i>	Will provide promotional support for Mushroom Swiss Burger	Short + Long	Yes	TBD	Mushroom LTO now live. Working with BK Activation Team to develop best execution for mushroom message
<i>Cheesecake Factory</i>	Met with during summit; interest in menu development	Short + Long	TBD	Yes	New mushroom menu items debuted in September
<i>Cosi's</i>	Steve will follow-up, met at MEG 08	TBD	TBD	TBD	Scheduling lunch meeting in Chicago in November
<i>Darden (Season's 52)</i>	Working through PR contact; exploring online promo partnership for late 2008	Short	TBD	No	Potential meeting with PR/marketing in late Oct
<i>Eat n' Park</i>	Contact from MEG 08, Sent info to Senior V.P. of Food & Beverage for review	TBD	TBD	TBD	No response from marketing contact
<i>IHOP</i>	Submitted concepts, IHOP testing with consumers.	Short and Long	TBD	Yes	Kitchen sessions in fall if mushroom concepts succeed.
<i>PF Chang's</i>	Met with chef at summit; interest in help promoting new menu, rolling out in January.	Short and Long	Yes	Yes	Will reconnect Oct 9 th , to further discuss possible cooking videos of Chef Robin
<i>Moe's Southwest Grill</i>	Met Sept 22, pursuing mkting partnership opportunity around new mushroom burrito	Short	Yes	Yes	Will work with Moe's to support burrito launch in spring 2009.
<i>Morrison</i>	Met 9/22 to review promotion partnership program	Short	Yes	TBD	Looking at opps for spring 2009 promotions
<i>Panera (Lunch):</i>	Scheduling an Ideation for early next year	Long	TBD	2008	Ideation to be in the Bay Area in January or February
<i>Rock Bottom</i>	Sent info on Mushroom capabilities to new contact, awaiting info from RB	Long	TBD	TBD	Awaiting feedback



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Ruth's Chris	Working with the marketing department to develop server promotion for fall 08	Short	Yes	Yes	Decided to table partnership for now
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 set for 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. Prepping for ideation
T.G.I. Friday's	Held initial meeting in Dallas in June.	Short	TBD	Yes	Following up with R&D
Wolfgang Puck Express	Opportunity to support/PR for new mushroom items	Short + Long	TBD	TBD	Following up with culinary team
Wyndham Hotels	Wyndham interested in training and ideation	Long	TBD	Yes	Waiting for next steps from VP of F&B

What's Ahead

Chain	Status	Term	Promo	Menu Dev.	Notes
Baja Fresh:	Developed concepts in April 2007	Long	TBD	Yes	Will revisit as part of mex. initiative in 2008
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 Alexei initiating contact for possible promo
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	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