



Hey partner, we're so excited that you're joining us on the incredible TiNDLE journey. Here's a quick guide to help you up the ante on social media and make sure that we're on fire from the get-go!

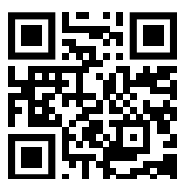
SOCIAL MEDIA GUIDELINES

LET'S GET SOCIAL

- Photography should be bold, candid and revolve around experiences with TiNDLE.**
 - Take photos from multiple angles – flatlay and from the side.
 - The dish should be the main focus of the shot.
 - Use our flags when featuring TiNDLE dishes.
 - Shoot in a well-lit environment using natural light or flash.
 - Include a human element in the image if possible e.g. hands holding the food or people eating together.
 - Feature your chefs serving TiNDLE.
 - Include shots of customers enjoying TiNDLE.
- Using these handles and hashtags will increase the chances of people finding your restaurant.**
 - IG: @tindlefoods
 - FB: @tindlefoods
 - LI: @TiNDLE Foods
 - #TiNDLE
 - #ChickenMadefromPlants
 - #RidiculouslyGood
- We can't wait to see your posts and we'll happily repost them. Always remember to tag us and repost ours too – the more people who see us, the merrier for both of us.**

DOs	THINGS TO AVOID
<ul style="list-style-type: none"> Always refer to TiNDLE as chicken made from plants. Feel free to use our tagline: Ridiculously good chicken made from plants. On average, chicken made from plants used less land, less water, and produces less CO2 than chicken from birds* <ul style="list-style-type: none"> - Uses 74% less land. - Uses 82% less water. - Produces 88% less GHG emissions. <p><small>*Blue Horizon's 2020 "Environmental Impacts of Animal and Plant-Based Food" Report</small></p>	<ul style="list-style-type: none"> Avoid referring to TiNDLE as a vegan or veggie or vegetarian dish. To many meat-loving consumers, vegan or vegetarian foods mean healthy but unsatisfying food. Avoid calling it fake or faux or mock meat. Consumers find these phrases off-putting and they do not invoke deliciousness. Avoid referring to TiNDLE as 'all natural'.

- We've created social media templates that you're welcome to use on your platforms. There are also fun Instagram posts, stories and amusing gifs which you can share.**



[DOWNLOAD SOCIAL MEDIA ASSETS →](#)

Need more assistance? We're an email away. Just ping us at:

United States – usapartners@tindle.com | Europe – europartners@tindle.com

Asia Pacific & Middle East – apmepartners@tindle.com | Australia & New Zealand – anzpartners@tindle.com

PHOTOGRAPHY EXAMPLES



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