

TiNDLE™

MENU GUIDELINES

WELCOME TO THE MOVEMENT!

This handy guide shares the best tips on how to present TiNDLE – chicken made from plants.

NAMING SUGGESTIONS

Use TiNDLE when naming your dish.

TiNDLE is being recognised by more consumers, and many will prefer to have a TiNDLE dish rather than a vegan, veggie or plant-based meat one.

Always refer to TiNDLE as a plant-based option.

Most consumers also prefer this term.

THINGS TO AVOID

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.

RIDICULOUSLY VERSATILE

TiNDLE is so versatile you can swap it out for any protein. You now have a whole menu of dishes more people can enjoy – easy peasy lemon squeezy!

HERE ARE SOME HELPFUL TIPS

1. Use ™ when you first write TiNDLE™ in any communications or merchandise. It can also be in the form of stickers or graphics. After that first mention, go ahead and use TiNDLE without the ™.
2. Avoid using 'all natural' to describe TiNDLE – the term can be very subjective.
3. Use the TiNDLE logo wherever possible as it makes it easier for customers to recognise TiNDLE.

TiNDLE MENU EXAMPLES

- **TiNDLE Buttermilk Burger** A juicy burger made from plants that would impress even the most discerning chicken lover.
- **TiNDLE Gong Bao** Ridiculously tasty plant-based chicken stir-fried with peanuts and chili peppers.
- **TiNDLE Pesto Pasta** Succulent chicken made from plants, on a bed of brown rice pesto pasta topped with pecorino cheese.
- **TiNDLE Satay** Perfectly timed char-glazed, plant-based chicken skewers served with toasted peanuts, cucumber and daikon pickle.
- **TiNDLE Kiev** Featuring a breadcrumb TiNDLE fillet stuffed with roasted garlic, miso and parsley butter.

[Download](#) your very own TiNDLE logo to use at your restaurant.

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

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