



EVERYTHING YOU NEED TO KNOW ABOUT TiNDLE

TiNDLE is a mind-blowing meat experience made from plants that's ridiculously good. As team members who interact with customers every day, the answers below will help you with any questions they may have.

WHAT IS TiNDLE?

TiNDLE is chicken, made from plants that smells and tastes unbelievably like chicken.

GIVE ME REASONS WHY I SHOULD TRY TiNDLE?

It's delicious.

It tastes just like chicken.

It's made for people who love meat.

It has all the protein of chicken but has zero cholesterol, no hormones and antibiotics.

WHY DOES IT TASTE SO MUCH LIKE CHICKEN?

TiNDLE is made with Lipi™: a unique blend of all-natural plant-based fats & flavour that recreates the taste and aroma of chicken.

WHAT'S IN IT?

TiNDLE is made with mainly water, soy, coconut oil and the magic ingredient – Lipi™.

IS IT NUTRITIOUS?

Every 100g of TiNDLE contains 17g of protein, which is comparable to that of chicken. What's more, it doesn't contain any cholesterol.

IS IT VEGAN?

Even though it's made with meat-lovers in mind, anyone and everyone can enjoy TiNDLE.

* Note: the team should check with the kitchen to see if the whole dish is vegan – that it does not include any other animal products such as butter or cheese.

Nutrition Facts	
Serving size	(100g)
Amount per serving	
Calories	120
% Daily Value*	
Total Fat 5g	6%
Saturated Fat 1.88g	9%
<i>Trans</i> Fat 0g	
Cholesterol 0mg	0%
Sodium 180mg	8%
Total Carbohydrate 9g	3%
Dietary Fiber 8g	29%
Total Sugars 0g	
Includes 0g Added Sugars	0%
Protein 17g	34%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

IS IT HALAL?

Yes, it is Halal certified.

DOES IT CONTAIN ANY ALLERGENS?

TiNDLE is plant-based, dairy and nut free. But it does contain soy and gluten.

WHAT IS METHYLCELLULOSE?

Methylcellulose is a culinary binder derived from cellulose, found in plants. Think of it as a plant-based egg white!

INGREDIENT LIST

Water, Texturised Protein (Soy, Wheat Gluten, Wheat Starch), Lipi™ (Sunflower Oil, Natural Flavoring), Coconut Oil, Methylcellulose, Oat Fibre

Contains: Soy, Gluten.

THINGS TO SAY	THINGS TO AVOID
TiNDLE is chicken, made from plants.	Avoid referring to TiNDLE as fake, faux or mock chicken meat.
TiNDLE is a plant-based option.	Avoid referring to it as a vegan or vegetarian option.
TiNDLE contains all natural flavours and has no synthetic colouring.	Avoid referring to it as 'all natural'.

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