



# 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 INFORMATION#		
Servings per package: approx. 80 Serving size: 50g (1 Patty)		
	Per Serving	Per 100g
Energy	60 kcal 252 kJ	120 kcal 504 kJ
Protein	8.5 g	16.9 g
Total Fat	2.5 g	5.0 g
- Saturated Fat	0.9 g	1.9 g
- Trans Fat	0 g	0 g
Cholesterol	0 mg	0 mg
Carbohydrates	4.7 g	9.3 g
- Total Sugar	0 g	0 g
Dietary Fibre	3.8 g	7.6 g
Sodium	88 mg	175 mg

## IS IT HALAL?

TiNDLE is produced in a Halal certified\* factory.

\*By Halal Feed and Food Inspection Authority.

## 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.**

#Data might be slightly different based on country requirement.

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'.

Need more assistance? We're an email away.  
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