

# 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 or antibiotics.

## WHY DOES IT TASTE SO MUCH LIKE CHICKEN?

TiNDLE is made with Lipi™: a unique blend of all-natural plant-based fats & flavor 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 2.5oz (71g) serving of TiNDLE contains 11g 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.

## DOES IT CONTAIN ANY ALLERGENS?

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

Nutrition Facts	
64 servings per container	
<b>Serving size</b>	<b>1 piece (71g)</b>
<b>Amount Per Serving</b>	
<b>Calories</b>	<b>90</b>
<b>% Daily Value*</b>	
<b>Total Fat</b> 2.5g	<b>3%</b>
Saturated Fat 1g	<b>5%</b>
Trans Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 110mg	<b>5%</b>
<b>Total Carbohydrate</b> 7g	<b>3%</b>
Dietary Fiber 3g	<b>11%</b>
Total Sugars 0g	
Includes 0g Added Sugars	<b>0%</b>
<b>Protein</b> 11g	<b>34%</b>
Vitamin D 0mcg	0%
Calcium 30mg	2%
Iron 1.6mg	8%
Potassium 180mg	4%

\* 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.

## 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, Texturized Protein (Soy, Wheat Gluten, Wheat Starch), Lipi™ (Sunflower Oil, Natural Flavoring), Coconut Oil, Methylcellulose, Oat Fiber

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 flavors and has no synthetic coloring.	Avoid referring to it as "all natural".

Need more assistance? We're an email away.  
Just ping us at [usapartners@tindle.com](mailto:usapartners@tindle.com). We're always around.