

# 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 recognized 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 **TiNDLE** wherever possible as it makes it easier for customers to recognize TiNDLE.

### TiNDLE MENU EXAMPLES

- **TiNDLE Buttermilk Burger** A juicy chicken 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 [usapartners@tindle.com](mailto:usapartners@tindle.com). We're always around.