



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

MENU GUIDELINES

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 TM when you first write TiNDLETM 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 TM.
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 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:

United States – usapartners@tindle.com

Europe – europartners@tindle.com

Asia Pacific & Middle East – apmepartners@tindle.com