

# Front of House Guide

How to talk to customers about  
UPSIDE cultivated chicken.

# What is UPSIDE chicken?

## PEA FIBER

A digestive superfood that enhances our cultivated chicken with prebiotic benefits source of essential dietary fiber.



**CULTIVATED CHICKEN**  
Real chicken

UPSIDE chicken is cultivated chicken grown directly from chicken cells and supercharged with plants. Spoiler alert, it tastes like chicken (because it is), so it can star in everything from your favorite chicken-based soups to salads to tacos to pizza.

## AVOCADO OIL

A wholesome oil extracted from avocados, rich in monounsaturated fatty acids



## SOY PROTEIN ISOLATE

Most complete plant-based protein, with all 9 essential amino acids

## How is UPSIDE chicken made?

We start with cells sourced from heritage-breed chicken eggs. Those cells are then nourished in a pristine environment with everything they need to thrive. In just two to three weeks, they've grown enough to be supercharged with plant protein, shaped, and frozen.

## Does UPSIDE chicken contain allergens?

Yes, it contains soy.

## Is it vegan?

No! Our products are NOT vegan or vegetarian. They're meat. The FDA greenlit and USDA certified kind of meat. However, we're all on the same team: cultivated meat \*is\* the first kind of meat to be made without the effects of mass farming. So, we've carved out a way that vegetarians who abstain from conventional meat for ethical reasons can enjoy it again, but, at the end of the day, it is still meat with plant-based ingredients. Think of it as everything you love about meat, and nothing you don't.

## Is it Kosher? Is it Halal?

No, it is not currently certified. That said, we're actively exploring certification with both Kosher and Halal certifying organizations, so stay tuned!

## What does it taste like?

UPSIDE chicken tastes like chicken because—wait for it—it's made with chicken! Our cultivated chicken is juicy, tender, flavorful, and everything else you love and expect from chicken. How many times can we say "chicken" in one blurb? Turns out, a lot!

## Why should I try it?

Because it's delicious, UPSIDE pamphlet reader. But if you want more reasons, here are some bullet points too:

- + Cultivated chicken is made without factory farming
- + It's grown in pristine conditions (no slaughterhouses required) so it avoids the contamination associated with slaughter at a factory farm.
- + It's way better for animals.
- + UPSIDE is the leading cultivated meat company dedicated to making meat right.
- + We love meat and want to make it better for people, animals, and the planet.
- + Need we go on? Because we can go on.

## CONTACT US

We love talkin' meat, so much so that we have a whole team dedicated to it, so if you need more information or have any questions at all, reach out to your UPSIDE Foods sales rep at [sales@upsidefoods.com](mailto:sales@upsidefoods.com). Ask for John. He's funny.

