



Allow us to
re-introduce
your favorite food.



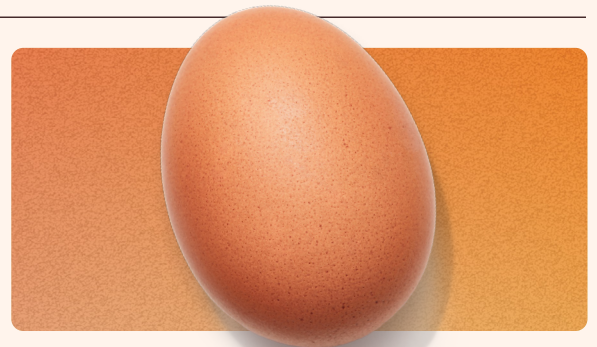
It's science (but not rocket science)

UPSIDE Chicken is cultivated directly from chicken cells and supercharged with plants for the sole purpose of making chicken without all the bad stuff that comes with mass-produced farming, while keeping the meaty, juicy, chicken-y taste we all crave.

1

What came first: the chicken or the egg?

Tens of thousands of pounds from our facility came from a single, heritage-breed chicken egg. That was enough to change everything.



2

The best of the best

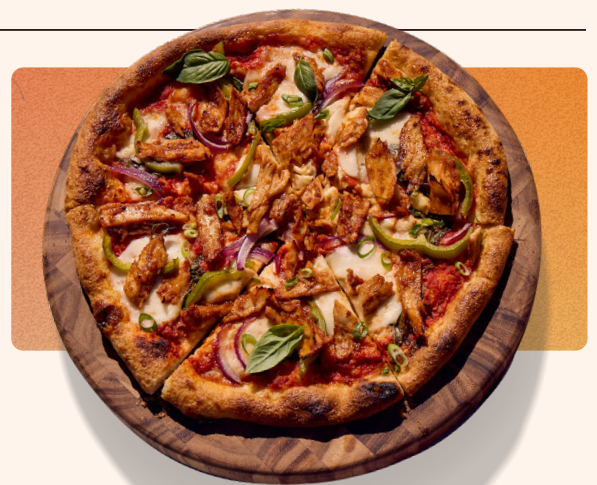
We hunt for the best cells (ones that grow fast, enhance texture, and make meat taste meaty) and nurture them in a pristine environment with exactly the right nutrients, temperatures, and conditions they need to thrive.



3

Process made perfect

After only three weeks, the finished product is supercharged with plants, frozen, and ready for your kitchen.



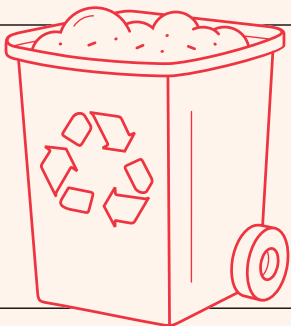
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Make Meat Right.

Thanks chickens, we'll take it from here.

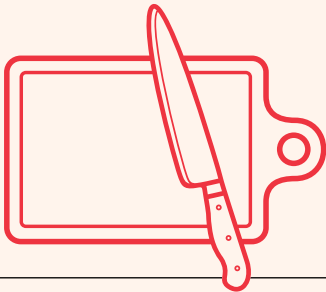


While animal meat has had the monopoly on cheap, accessible protein for most of history, UPSIDE Chicken is delivering what traditional meat can't: delicious meat without the downsides.



Here's our prep talk

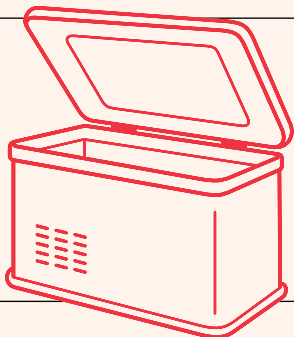
Our speed-scratch solution reduces the need for staff-prep and saves valuable time in the kitchen.



Bringing it all to the table

UPSIDE has a **25% better cook yield** than conventional meat*, which means more on the plate and less in the trash.

*based on internal testing to comparable chicken products.



Stocked and Ready

UPSIDE Chicken has a whopping 365-day frozen shelf life. That, coupled with simple prep, are a recipe for... well, recipes.



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Make Meat Right.

PREP & NUTRITION INFO

Three ways. Infinite upsides.

UPSIDE Chicken comes in three mouthwatering ways: Chef's Cut, Diced, or Shredded. Fry it. Brine it. Sauté it. The world is basically your UPSIDE Chicken oyster.

Chef's Cut



Diced



Shredded



Zero downsides

- + Reduces waste with a 25% improved cooked yield*.
- + Speed-scratch solution saves valuable staff-prep time.
- + 365-day frozen shelf life.
- + Easy prep for high-value menu items.
- + Delivers on taste and sustainability without compromise.
- + Eliminates cross contamination risk, safer kitchen operations.

*based on internal testing to comparable chicken products.

