

MENU GUIDELINES

# Here's how to talk to people about UPSIDE chicken.

If this is the first time you're hearing about UPSIDE and how we're cultivating a better meat industry, fear not! We wrote up some guidelines for you on how to refer to us on menus, chat about us with customers, and anything and everything in-between.

# Here are some do's and don'ts

**UPSIDE chicken is the leading cultivated chicken-made, not raised-directly from animal cells and supercharged with plants. This in turn produces a better way of enjoying the meat we know and love, all without compromise. Join the UPSIDE™ and give it a try!**

## Sample Menu Descriptions\*

Be sure to give diners complete menu descriptions, including other ingredients that give the dish its flavor profile and make it sing. For example:

### UPSIDE™ CHICKEN VERMICELLI BOWL WITH LEMONGRASS AND TURMERIC

Seared UPSIDE cultivated chicken marinated in Vietnamese herbs and spices, seared until smoky and golden. Served over rice noodles with bright veggies, fresh herbs, and punchy nuoc cham.



### PERSONAL POT PIE WITH UPSIDE CHICKEN

Elegant and hearty comfort food—tender vegetables and UPSIDE cultivated chicken enrobed in rich velouté sauce and capped with layers of flaky puff pastry.



### UPSIDE SWEET WHISKEY BBQ CHICKEN SLIDERS

Shredded UPSIDE cultivated chicken slowly simmered in a deep, tangy barbecue sauce. Served on a brioche bun with pickles and homemade coleslaw.

\*Our products contain soy, for all other allergens in your individual recipes, please follow menu labeling requirements per the FDA.

**DO** craft menu descriptions that include our brand name, the product name, and the protein type. We wrote up some examples on this page here, feel free to copy and paste them to your liking—that's what they're there for.

**DO** use our brand voice! Just like you, we're building something good, exciting, and a little bit crazy: a better way to feed the world.

**DO** offer UPSIDE chicken as a tasty option or build in any dish. Letting customers substitute UPSIDE chicken for another protein is a great way to invite people to explore your menu.

**DO** include "contains soy" somewhere in your menu description.

**DO** display any collateral materials we provide. First, because they're free! And second, because these materials are the best way to introduce UPSIDE and explain how we're making meat right.

**DO** put the word UPSIDE in the name of your dish. Note that UPSIDE™ must be capitalized and should be accompanied by the little "™" trademark symbol. You can copy and paste it from the internet, if you don't know the keyboard shortcut like us.

**DO** add this language somewhere on your menu: "UPSIDE is a trademark of UPSIDE Foods." Hence the little trademark symbol in the aforementioned "DO".

**DON'T** Invent your own language to describe our products or process. We choose words carefully, and we've done the research to know what language lands best with customers.

**DON'T** describe UPSIDE chicken as "cultured chicken," "cell-cultivated chicken," or "lab-grown chicken." We just say "UPSIDE chicken." It's simpler that way.

**DON'T** describe our products as "plant-based" either. While our chicken *is* supercharged with plants, our first ingredient is and will always be meat!

**DON'T** describe our products as Kosher or Halal (at least, not yet.) We'll let you know if and when we receive these certifications.

**PLEEEASE DON'T** describe our products as "vegan" or "vegetariaescribe our products as "vegan" or "vegetarian." Like we said earlier, cultivated chicken is real chicken for chicken lovers. We love vegans and vegetarians, and hope they love us back, but this product is meat.

### CONTACT US

If you have any questions, comments, concerns, thoughts, musings, or anything else about this page, reach out to your UPSIDE Foods sales rep at [sales@upsidefoods.com](mailto:sales@upsidefoods.com).

They unironically love emails. Seeing one from you would bring them great joy.

