



Allow us to  
**re-introduce**  
your favorite food.



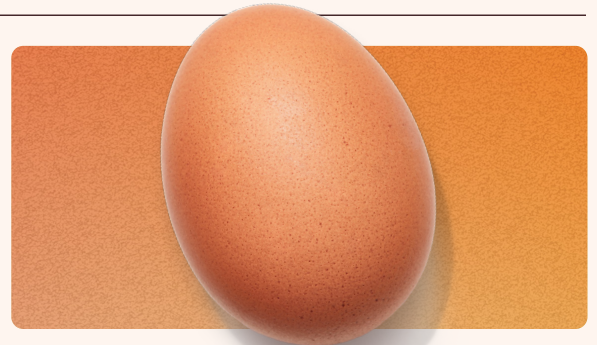
# It's science (but not rocket science)

UPSIDE chicken is cultivated directly from chicken cells and supercharged with plants for the sole purpose of making chicken without any of 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

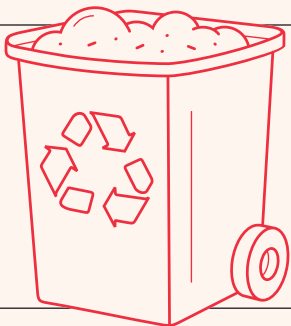
After only three weeks, the finished product is supercharged with plants, frozen, and ready for your kitchen.



# Thanks chickens, we'll take it from here.

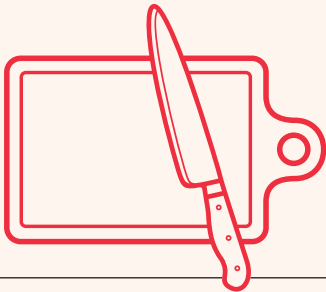


While animal meat has had the monopoly on cheap, accessible protein for most of history, UPSIDE chicken is delivering what traditional meat can't: delicious meat that doesn't harm a thing.



## Here's our prep talk

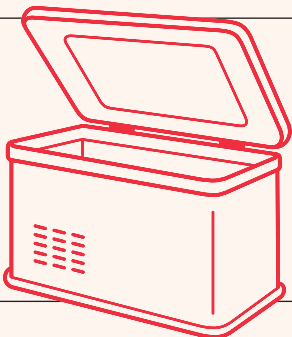
Our speed-scratch solution reduces the need for staff-prep and saves valuable time in the kitchen.



## 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.



## Stock it and forget it

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



# Three ways. Infinite upsides.

Diced



Block



Shred



**UPSIDE** chicken comes in three mouthwatering ways: Block, Diced, or Shreds. Fry it. Bake it. Sauté it. The world is basically your **UPSIDE** chicken oyster.

## Zero downsides

- + Reduces waste with a 25% improved cooked yield\*.
- + Speed-scratch solution saves valuable staff-prep time.
- + 365-day frozen shelf life and 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.

# Here's some light reading about fun stuff like pallet dimensions:



<b>CASE/PALLET INFORMATION</b>	<b>BLOCK</b>	<b>DICED</b>	<b>SHRED</b>
CASE DIMENSIONS (LXWXH)	13"x11"x5"	13"x11"x5"	13"x11"x5"
CASE NET WEIGHT	10 lbs	10 lbs	10 lbs
CASES / PALLET	120 cases	120 cases	120 cases
PALLET DIMENSIONS (LXWXH)	48"x40"x46"	48"x40"x46"	48"x40"x46"
PALLET NET WEIGHT	1,200 lbs	1,200 lbs	1,200 lbs
PALLET CUBE	23.7 PCF	23.7 PCF	23.7 PCF
TI X HI	15 x 8	15 x 8	15 x 8
PALLET GROSS WEIGHT (W/ PALLET)	1,210 lbs	1,210 lbs	1,210 lbs

<b>PRODUCT INFORMATION</b>	<b>BLOCK</b>	<b>DICED</b>	<b>SHRED</b>
ITEM DESCRIPTION	UPSIDE Chicken Block	UPSIDE Chicken Diced	UPSIDE Chicken Shred
ITEM NUMBER	FG-00022	FG-00021	FG-00020

<b>SHELF LIFE</b>	<b>BLOCK</b>	<b>DICED</b>	<b>SHRED</b>
FROZEN (FROM MANUFACTURER)	365 Days	365 Days	365 Days
REFRIGERATED (ONCE THAWED)	7 Days	7 Days	7 Days