

# HANDY TIPS FOR SERVICE STAFF.



Customers are hungry for nutritious, sustainable menu options. This guide will help effectively communicate the benefits of Hungry Planet® plant-based meats. With quality ingredients, amazing foods and savvy front-of house staff, the possibilities are infinite.

## WHAT IS HUNGRY PLANET®?

Hungry Planet® is on a mission to **bend the curve on personal and planetary health** with the only **full range of delicious, nourishing, plant-based meats**. Crafted by chefs with the vision of **enabling culinary freedom** that's good for our health and the planet, we make it easy to swap in Hungry Planet® meats for conventional meats in **any cuisine, with any flavor, across all proteins**.

## WHAT IS PLANT-BASED MEAT?

Plant-based meats **replicate the taste, texture and experience** of eating conventional meat, utilizing **plant proteins instead of animal protein**. Hungry Planet® has developed a full range of plant-based meats, crafted by chefs, for chefs.

## IS HUNGRY PLANET® GOOD FOR ME?

Hungry Planet supports human health, and it's also great for the planet. We choose **healthful ingredients** that use **fewer resources from planet to production**, and that are **packed with protein and fiber**, with **fewer calories and less fat than conventional meat** and other plant-based options.

## WHAT ABOUT PROTEIN?

Hungry Planet Beef™, Italian Sausage and Chorizo have slightly **more protein than their conventional counterparts**. Hungry Planet Pork™, Chicken and Crab are also high in protein, containing approximately **1/3 of the recommended daily intake** per serving.

## ARE YOU SURE THIS IS 100% PLANT-BASED?

**We get this a lot**, and it's quite the compliment! Yes, **Hungry Planet® meats are 100% plant-based**. Our superior meaty taste and texture comes from several years of chef-driven R&D.

## ANY ALLERGENS?

All Hungry Planet® meats are powered by **non-gmo soy**. Our chicken, pork and crab also includes some **non-gmo wheat**.

## WHY DO YOU USE SOY?

Soy is a **complete protein** and helps pack our meats with as much or slightly more protein than conventional meat. Soy protein also provides **superior texture and ultimate versatility** for Hungry Planet®'s wide range of meats.

## IS THIS PROCESSED FOOD?

Any time food is cooked, baked or prepared it becomes "processed". But processed doesn't necessarily mean unhealthy. Peanut butter, cheese, yogurt, and other foods generally considered to be healthy are also processed.

## HOW DO I FIND OUT MORE?

Visit [hungryplanetfoods.com](http://hungryplanetfoods.com) to learn more about our brand, mission and range of lean meats.

## Menu Guidelines

# INCLUDING HUNGRY PLANET® ON YOUR MENU.



So you're using Hungry Planet® plant-based meats in your kitchen and want to attract hordes of hungry diners? That's great! Glad to have you on the team. Here are a few simple guidelines when referring to our brand and meats on your menus.

## OUR NAME IS WELL REGARDED IN THE INDUSTRY, SO GO AHEAD AND USE IT!

**Improve the appeal of your plant-based options** by including our name in yours, e.g. instead of a generic 'plant-based burger', try using '**Hungry Planet® Burger**'.

Before long, diners will be knocking down the door to feast on Hungry Planet® Tacos, Hungry Planet® Pot Stickers, Hungry Planet® Tikka Kofta Masala – or whatever you cook up!

Please **remember the registration mark** '®' at the end of our name, and you're good to go!

## LISTING INGREDIENTS

When listing our products on your menu, **use the full name** as follows:

- Hungry Planet Beef™
- Hungry Planet Chicken™
- Hungry Planet Pork™
- Hungry Planet Italian Sausage™
- Hungry Planet Crab™
- Hungry Planet Chorizo™

All our products are trademarked, so please add a '™' at the end.

## PLANT-BASED VS VEGAN

**Always use 'plant-based meat'** when talking about Hungry Planet® foods. The delicious, meaty taste of our food appeals to meat-eaters, flexitarians, vegetarians and vegans alike, so **we don't want anyone to feel left out.**

If you've got a bit of extra space, we love the term '**chef-crafted plant-based meats**'.

## REGISTRATION AND TRADEMARKS

**Our brand and meat names are protected**, so we kindly ask you to use registration and trademarks as follows:

- **Registration mark:** use after our business name. The only exception is when the business name is used as part of a product name – see below.
- **Trademarks:** use after our product names (see 'listing ingredients' left). In our product names, we don't use the registration mark after 'Hungry Planet'.

## WANT TO USE OUR LOGO?

No problem. There are a few extra guidelines to follow, so get in touch with our communications team to learn more.

For more information, contact our communications team:  
[sales@hungryplanet.us](mailto:sales@hungryplanet.us)

[hungryplanetfoods.com](http://hungryplanetfoods.com)    /hungryplanetfoods