



MENU GUIDELINES

PUT **NEW-MEAT*** ON YOUR MENU

MENU STYLE

Redefine Meat's new-meat is the perfect plant-based dining experience with the texture, flavour and mouthfeel of an animal-based product. Follow these easy instructions to arrange and advance our products on your menu. Your customers will then be able to distinguish what they are and know why they should choose them as part of their dining experience.

- ⊕ Use the terms new-meat, Redefine or REDEFINE MEAT™ in naming your dish. We are building brand awareness and people will be more amenable to ordering a REDEFINE MEAT™/ new-meat item as opposed to one that is “vegetarian/vegan”.
- ⊕ Be specific, offer a REDEFINE MEAT™/ new-meat version of your best-selling animal-based menu item for the greatest impact.
- ⊕ As well as offering REDEFINE MEAT™/ new-meat as part of a successful menu item, offer it as a delicious complement that enhances any dish. Allowing diners to switch to REDEFINE MEAT™/ new-meat in animal-based dishes offers them the joy of discovering and sampling more of your menu.
- ⊖ Refrain from turning off customers by using the term “fake”, “imitation”, “mock”, “alternative meat” or “meat substitute”. Our recommendation, use our tag line and describe the dish by saying: ... is “PRECISELY THE SAME **ENTIRELY DIFFERENT**”, to peak interest and drive sales.
- ⊖ Describing the menu item as “vegan” or “vegetarian” is a non-starter. Our customer base includes meat eaters, so be inclusive and embrace all dietary preferences by reiterating that the dish is Redefine Meat™ /new-meat. If it is still important to you to state that the dish is vegan, we recommend placing the leaf [🌿] next to the dish description.

MENU DESCRIPTORS

When describing a menu item incorporating REDEFINE MEAT™/ new-meat/Redefine use the branded product name (refer to the list above), for example: Redefine Sausage. Alternatively, fashion a dish's name, for example: REDEFINE MEAT™/ new-meat/Redefine Bolognese or REDEFINE MEAT™/ new-meat/Redefine Steak Au poivre. Don't forget to illustrate the rest of the elements that make up the dishes. We recommend including our logo next to a menu item made with new-meat.

Always point out that all Redefine Meat™ products do not contain animal-based ingredients. Highlight this fact with an asterisk* next to each Redefine Meat™*/ new-meat*/Redefine* menu item and include “*does not contain any animal-based ingredients” at the bottom of your menu.

REDEFINE MINCE

NEW-MEAT* BURGER FROM REDEFINE MEAT™

An succulent new-meat patty, based on plant-based ingredients, served on a sourdough bun with curly lettuce, Hawshead Cornichons, Isle of Wight tomatoes, caramelised Roscoff onions and a side of Koffman's chimichurri French fries.

REDEFINE BOLOGNESE

New-meat* beef mince simmered with carrots, celery, onions, garlic and tomatoes, served on tagliatelle.

NEW-MEAT* LAMB KOFTA

Grilled lamb kofta patties, served on a flatbread with tahini and Amba – Iraqi mango pickle.

REDEFINE CHOUROUTE

The classic dish with a twist. Redefine Bratwurst*, pork sausages, braised with sauerkraut, apples, black peppercorns, cloves, garlic, juniper berries, onions and potatoes.

REDEFINE CURRYWURST

Reimagining a traditional street food. Redefine Bratwurst*, pork sausage, on an artisanal sourdough roll, smothered in curry ketchup and chopped onions, served with a side of fries.

SPICY REDEFINE MERGUEZ SAUSAGE SKEWERS

Grilled new-meat* merguez sausage with tomatoes, peppers and onions

REDEFINE BURGER

Our Classic Burger powered with Redefine Meat™ patty, bacon, cheddar, pickles, onions & BBQ sauce

REDEFINE PREMIUM CUTS

REDEFINE STEAK AU POIVRE

A great twist on a classic dish. Pan seared, peppercorn crusted, medallions of new-meat* beef flank, served with a sauce of cognac, Dijon mustard, peppercorns and shallots.

REDEFINE NEW-MEAT* BEEF FLANK SALAD

Slices of seared Redefine Beef Flank on a bed of mesclun, dressed with peach vinaigrette and a scattering of roasted pine nuts.

REDEFINE PULLED

REDEFINE PULLED BEEF BARBACOA

Mexican-style pulled new-meat*, braised in dark ale or stock, seasoned with chipotles in adobo, bay leaves, cumin, cloves, garlic and oregano. Finished with cider vinegar and served on flour tortillas with red rice.

REDEFINE PULLED PORK* RAGU

The essence of home and hearth. A rich, thick, hearty, new-meat sauce, made from sofrito – finely chopped and browned onions, celery and carrots – stewed with tomatoes, red wine and Redefine Pulled Pork, served on Bucatini.

* Does not contain animal-based ingredients

For further assistance on the how to, when incorporating REDEFINE MEAT™/ new-meat/ Redefine on your menu, feel free to contact us at: partners@redefinemeat.com



HUNGRY FOR MORE?
www.redefinemeat.com



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