



STAFF GUIDELINES

TALKING POINTS: FRONT OF THE HOUSE

REDEFINE MEAT™ is a fresh and innovative new-meat*, so as the face of customer interaction it is important that you'll be able to answer any and all questions, especially when patrons taste the product and ask: "Is this really plant-based? You must be pulling my leg!"

WHAT IS REDEFINE MEAT™/NEW-MEAT?

REDEFINE MEAT™/ new-meat, with its meaty texture, is a great tasting, juicy, plant-based choice that delivers a culinary experience comparable in flavour, composition and texture to that of animal meat.

WHY SHOULD I SAMPLE REDEFINE MEAT™/NEW-MEAT?

- New-meat is an entirely new generation culinary product, developed by Redefine Meat especially for meat lovers.
- It's made from high quality, plant-based ingredients, including soy and pea protein.
- It's not a product that is cultured and grown from living cells in a lab.
- Made using cutting edge technology.
- It's better for the planet and kind to animals.

THE TASTE?

We are thrilled and proud that we have successfully-created the perfect meat-eating experience with the texture, flavour and mouthfeel of an animal-based product.

WHAT'S IT MADE FROM?

Redefine Meat™ products are made from sustainable, nutritious and readily available ingredients including plant-based proteins, fats, colours and flavours. When combined using our unique technologies, they create a tasty new-meat, offering a similar culinary experience in terms of taste, texture, and aroma to that of animal meat. It is not a product that is cultured and grown from living cells in a lab.

VEGAN?

Yes. All Redefine Meat™ products are free from animal-based ingredients, thus suitable for vegans. We believe that everyone can and should enjoy our new-meat whether they are flexitarians, meat-eaters, vegetarians, or vegans.

If a patron who is vegan orders one of the new-meat dishes off the menu, consult with the kitchen to make sure all ingredients in the portion are suitable for a Vegan diet.



ALLERGENS and FOOD SENSITIVITIES?

We don't mess around when it comes to consumer safety, and we encourage consumers with food allergies or sensitivities to review our product ingredient lists which are available on **our website** and on our packaging, before eating any REDEFINE MEAT™ product.

Allergen Guidance for UK Businesses

*Always please remember to ask guests if they have any food-based intolerances or allergies, advising and educating the kitchen and front of house teams as to the list of allergens that are in each dish as you normally would in line with Natasha's law for prepackaged for direct sale foods (PPDS) or the equivalent incoming 'Owen's Law' for restaurants. After the tragic death of Owen Carey at Byron Burger at London's O2 Arena, his family are currently campaigning within the food industry to make allergen information clearer on restaurant menus to protect food hypersensitive guests.

[Download Crib Card](#)

For further assistance, feel free to contact us at: partners@redefinemeat.com



HUNGRY FOR MORE?
www.redefinemeat.com



*Does not contain animal-based ingredients