

Daring.™

We made a better chicken, and we made it out of **PLANTS**.

AMAZING taste & texture

Daring is the only Plant Chicken that looks, cooks, tastes, shreds, and satisfies like chicken.

BETTER ingredients

Daring is made with a short list of simple ingredients. In fact, our Original Pieces are made with 50% fewer ingredients than our competitors.

ENDLESS versatility

Daring is a perfect 1:1 substitute for animal chicken. It cooks from frozen in just 5-7 minutes and can be cooked in a variety of ways - pan-fry, sautee, bake, or braise.

DARING brand

Daring partners with powerful celebrities and brand advocates to create massive excitement and awareness around our brand.

SUPERIOR nutrition

HIGH
protein

NON
gmo

gluten
FREE*

made
from
PLANTS

*Claim applies to all SKUs except Breaded Patties



The **SHORTEST** ingredient list of any chicken alternative.

Daring.™

6 INGREDIENTS

WATER, SOY PROTEIN CONCENTRATE, VEGETABLE OIL (SUNFLOWER AND/OR CANOLA), SALT, NATURAL FLAVORS, SPICE BLEND.



BEYOND MEAT™

40 INGREDIENTS

Water, faba bean protein, wheat flour, rice flour, salt, corn starch, pea protein, canola oil, what gluten, paprika, spices, dextrose, sodium acid pyrophosphate, sodium bicarbonate, monocalcium phosphate, sugar, sunflower oil, dried onion, dried garlic, yeast extract, natural flavors, soy, wheat flour, sugar, sea salt, dried yeast, vital wheat gluten, modified corn starch, natural flavors, expeller-pressed canola oil, pea starch, methylcellulose, and 1% or less of yeast extract, refined coconut oil, salt, garlic powder, onion powder, sodium phosphates, spices, titanium dioxide, sunflower lecithin.



14 INGREDIENTS

Water, Soy Protein Isolate, Vital Wheat Gluten, Canola Oil, 2% Or Less Of: Methylcellulose, Sunflower Oil, Ancient Grain Flour (Khorasan Wheat), Salt, Potato Starch, Natural Flavors, Sugar, Yeast Extract, Titanium Dioxide (color), Black Pepper, Lactic Acid.

IMPOSSIBLE™

25 INGREDIENTS

Water, Soy, Wheat, Sunflower Oil, Corn starch, methylcellulose, salt, natural flavors, wheat starch, cultured dextrose, dried onion, dried garlic, dextrose, food starch, yeast extract, yellow corn flour, paprika, turmeric extract, dextrin, black pepper, cream or tartar, sodium bicarbonate, rice flour, dried yeast, mixed tocopherols, guar gum.

TINDLE™

9 INGREDIENTS

Water, Texturized Protein (Soy, Wheat Gluten, Wheat Starch), Lipi™ (Sunflower Oil, Natural Flavors), Coconut Oil, Methylcellulose, Oat Fiber.

Morning Star FARMS

17 INGREDIENTS

Water, soy protein isolate, wheat gluten, corn oil. Contains 2% or less of tapioca starch, dried onion, salt, tricalcium phosphate, color added, hydrolyzed corn protein, spices, natural flavors, yeast extract, disodium inosinate disodium guanylate, soy sauce powder (soy sauce [wheat, soybeans, salt]), citric acid.

Quorn™

9 INGREDIENTS

Mycoprotein(93%), Yeast Extract, Egg White. Contains 2% or less of Pea Fiber, Calcium Chloride, Calcium Acetate, Onion, Sage, Sugar.

Daring was founded with an unapologetic goal: **to rethink and replace animal chicken from the food system.** So we made a Plant Chicken so delicious it's worth leaving chicken for. And we're sure your customers will agree.

Why Offer A Plant-Based Meat Alternative on Menu?

59%

of plant-based eaters say that having meatless options on the menu impacts which restaurant they choose.

82%

of Flexitarians believe more restaurants should serve plant-based meat alternative options.

Why Plant Chicken?

- Chicken is the most popular and versatile meat consumed.
- Plant Chicken is the cleanest and healthiest plant option.
- Plant Chicken represents the largest market growth opportunity.

Source: CRC Dining Out Survey, April 2022;
Plant-Based Foods Association; Mintel



UNBREADED

Plant Chicken Strips

Savory, juicy and remarkably chicken-y, these perfectly textured pieces do everything that O.G. chicken does.

Nutrition Facts

About 53 servings per container

Serv. Size About 5 Pieces (85g)

Amount per serving

Calories **120**

% Daily Value*

Total Fat	2g	3%
Saturated Fat	0g	0%
Trans Fat	0g	
Cholesterol	0mg	0%
Sodium	530mg	23%
Total Carbohydrate	6g	2%
Dietary Fiber	6g	21%
Total Sugars	0g	
Includes 0g Added Sugars	0%	
Protein	18g	32%
Vitamin D	0mcg	0%
Calcium	98mg	8%
Iron	4mg	20%
Potassium	447mg	10%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

120
calories

18G
protein

NON
gmo

gluten
FREE

INGREDIENTS: Water, Soy Protein-Concentrate, Vegetable Oil (Sunflower and/or Canola, Salt, Natural Flavor, Spices (Paprika, Pepper, Ginger, Nutmeg, Mace, Cardamom).

DOT CODE: 762039
MFG CODE: DFXLOP10

BREADED

Plant Chicken Strips

Crispy, crunchy, and delectably chicken-y, these breaded strips are giving fried chicken some major competition.

Nutrition Facts

About 53 servings per container

Serv. Size About 3 Pieces (85g)

Amount per serving

Calories **190**

% Daily Value*

Total Fat	8g	10%
Saturated Fat	1.5g	8%
Trans Fat	0g	
Cholesterol	0mg	0%
Sodium	370mg	16%
Total Carbohydrate	16g	6%
Dietary Fiber	7g	25%
Total Sugars	0g	
Includes 0g Added Sugars	0%	
Protein	12g	20%
Vitamin D	0mcg	0%
Calcium	58mg	4%
Iron	3mg	15%
Potassium	247mg	6%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

190
calories

12G
protein

NON
gmo

gluten
FREE

INGREDIENTS: Water, Soy Protein Concentrate, Yellow Corn Flour, Corn Starch, Potato Flour, Natural Flavor, Vegetable Oil (Sunflower and/or Canola), Contains 2% or less of: Salt, Rice Flour, Cocoa Powder, Spices, Dried Garlic, Dried Onion, Xanthan Gum.

DOT CODE: 746580
MFG CODE: FG-05LB-002-XLG

UNBREADED

Plant Chicken Patties

These delectable patties can be served straight up in a sandwich or breaded with your restaurant’s custom breading for the perfect chicken sandwich.

Nutrition Facts

About 57 servings per container

Serv. Size1 Patty (79g)

Amount per serving

Calories110

% Daily Value*

Total Fat 2.5g3%

Saturated Fat 0g0%

Trans Fat 0g

Cholesterol 0mg0%

Sodium 380mg17%

Total Carbohydrate 5g2%

Dietary Fiber 4g14%

Total Sugars 0g

Includes 0g Added Sugars 0%

Protein 15g27%

Vitamin D 0mcg0%

Calcium 3mg0%

Iron 0mg0%

Potassium 44mg0%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

110

calories

15G

protein

NON

gmo

gluten

FREE

Preliminary Nutritional Values

INGREDIENTS: Water, Soy Protein Concentrate, Natural Flavor, Canola Oil, Methylcellulose, Contains less than 2% of: Soy Protein Isolate, Salt, Potato Starch, Black Pepper Powder, Garlic Powder, Onion Powder.

DOT CODE: 762045
MFG CODE: DFUP10 (60 Patties)

BREADED

Plant Chicken Patties

These delectable breaded patties will become your new favorite fried chicken sandwich.

Nutrition Facts

About 42 servings per container

Serv. Size1 Patty (108g)

Amount per serving

Calories160

% Daily Value*

Total Fat 3g4%

Saturated Fat 0g0%

Trans Fat 0g

Cholesterol 0mg0%

Sodium 610mg27%

Total Carbohydrate 17g6%

Dietary Fiber 5g18%

Total Sugars 0g

Includes 0g Added Sugars 0%

Protein 16g29%

Vitamin D 0mcg0%

Calcium 16mg2%

Iron 0mg0%

Potassium 48mg2%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

160

calories

16G

protein

NON

gmo

Preliminary Nutritional Values

INGREDIENTS: Water, Soy Protein Concentrate, Natural Flavor, Canola Oil, Methylcellulose, Contains less than 2% of: Soy Protein Isolate, Salt, Potato Starch, Black Pepper Powder, Garlic Powder, Onion Powder), Breader (Wheat flour, Salt, Spice, Sodium Bicarbonate, Paprika Extract, Citric Acid, Yeast, Dehydrated Green Bell Pepper, Garlic Powder, Onion Powder, Natural Flavor, Wheat Gluten).

DOT CODE: 762044
MFG CODE: DFBP10 (43 Patties)

UNBREADED

Diced Plant Chicken

Savory, juicy and remarkably chicken-y, these diced pieces are perfect in a wrap, taco, or on top of a burrito bowl, salad or pizza.

Nutrition Facts

About 53 servings per container

Serv. Size3oz (85g)

Amount per serving

Calories120

% Daily Value*

Total Fat 2g3%

Saturated Fat 0g0%

Trans Fat 0g

Cholesterol 0mg0%

Sodium 530mg23%

Total Carbohydrate 6g2%

Dietary Fiber 6g21%

Total Sugars 0g

Includes 0g Added Sugars 0%

Protein 18g32%

Vitamin D 0mcg0%

Calcium 98mg8%

Iron 4mg20%

Potassium 447mg10%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Preliminary Nutritional Values

INGREDIENTS: Water, Soy Protein-Concentrate, Vegetable Oil (Sunflower and/or Canola, Salt, Natural Flavor, Spices (Paprika, Pepper, Ginger, Nutmeg, Mace, Cardamom).

DOT CODE: 762043
MFG CODE: DFUD10

120
calories

18G
protein

NON
gmo

gluten
FREE



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