



Brand & Product Talking Points

- **Dos & Donts**

- Chunk steak is for everyone, regardless of dietary preference!
- Chunk steak is not an alternative but a standalone delicious, tender and juicy piece of meat.
- Only use "plant-based" or "made of plants". Avoid using terms such as "substitute", "alternative", "replacement", "vegan", "veggie", "or faux".

- **Product Attributes**

- When talking about Chunk, focus on the taste and texture of the steak.
- Chunk steak is made 100% from plants using cultured soy and wheat, and fortified with B12 and Iron.
- Chunk steak contains soy and gluten.
- Our products are 23% protein (beef has 27%), low fat, low sodium, low calories, cholesterol free, non-GMO and OU kosher certified.
- Putting Chunk on the menu unlocks new customer demographics, increases foot traffic, and drives bigger check sizes and repeat orders!
- Chunk's products require no additional training; if you can cook with beef, then you can cook with Chunk! This is especially crucial in a time when operators are trying to cut costs and struggling to find employees. The ability to provide a 1:1 replacement on a menu without introducing new processes is crucial to the success of the operation.
- Chunk's products are pre-portioned and vacuum-packed, making preparation easy during busy service. Products have a 12-month frozen shelf life, 10 days when thawed in the fridge, and 3 days once opened.
- Chunk's proprietary fermentation technology allows for the creation of one of the cleanest products in its category. Crafted with just a few natural ingredients, it is free from preservatives, thickeners, or binders.

- **Brand**

- Chunk is pro plant, not anti meat. We're focused on delivering the most delicious, juicy steak that's suitable for everyone, everywhere.
- Chunk's products are radically different, yet comfortably familiar. They have a meaty texture and bite, and are minimally processed, made with just a handful of recognizable ingredients. Only the stuff you would like to eat.
- We are using fermentation technology, combining novelty and tradition. This type of fermentation is used in making coffee, cacao, bread, soy sauce and cheese.
- Chunk is made without any ingredients from animal sources, and is made for those who love steak — which is why we don't call it "vegan" or "faux" even though vegans can eat it.