

chunk[®]

Menu Guide

**Congrats on adding the steak everyone is raving about to your menu!
We're here to ensure you rock it from day one, so we've cooked up the ultimate dos and don'ts for your menu.**

One in four diners will opt for a plant-based option. Introducing Chunk to your menu is precisely what these hungry consumers are seeking. Restaurateurs have hailed Chunk for not only expanding their customer base but also beefing up their revenue by a sizzling 25% when paired with traditional dishes.

NO-NOs

Now, listen up and avoid these menu missteps, and here's why...

Fake, faux or meat substitute

Studies show these words can make customers flip the other way. Instead, describe our product as the "juicy Chunk steak made from plants." Though feel free to spice it up with your own flavorful twist!

Vegan or plant-based?

While Chunk is undeniably both, let's opt for "plant-based" to keep the options open. Chunk isn't just for vegans—everyone can sink their teeth into its deliciousness!

Descriptions

At Chunk, we take pride in our mouthwatering creations, such as our Cubed, Pulled, Filets, and Steaks. To ensure your customers know what they're in for, embrace the same lingo you'd use for beef. Go ahead and proudly mention the ounces of the Steak or Filet you're serving—it's all about transparency and tantalizing taste buds!

WHAT'S IN A NAME?

Our name says it all—Chunk is the key to plant-based perfection, and we want your customers to know it! So, please proudly display our name (not Chunk Foods) and add that [™]

alongside the first instance of any menu item featuring our succulent steaks.

To get things rolling, we'd love to see your menu items with our name and a description written in sentence case. Need inspo? Check this out:

Chunk[™] Steak & Eggs

Dry-Rub, Chunk Steak | Arugula | Fried Egg | Chimichurri | Parmesan



Any questions? We're always here to help: hello@chunkfoods.com

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RAISING THE STEAKS

Raise the steaks when it comes to your Chunk menu offerings with these two pointers:

Tip #1

Offer a Chunk version of your best-selling steak item on your menu, and list it as a completely separate item. This will make ordering a breeze for customers looking to eat plant-based and normalize your Chunk dishes.

Tip #2

Separately, give your customers the ability to sub in Chunk for any of your products containing beef, and make sure this is clearly noted on your menus, including any additional costs. Your customers are there to dine, not be culinary ideators.

GRADE A EXAMPLES!

We also love it when restaurateurs create their own inventive dish names that incorporate Chunk in there! Here are some delicious examples that we hope you find as inspiring as we did:

Grilled Chunk™ Steak Shish Kabob

Chunk Steak, grilled onions, herbs, tahini, and garlic confit tapenade

Chunk™ Barbacoa Tacos

Slow-Roasted Pulled Chunk Steak with Buena Seasoning, Lime, Cilantro, Pickled Onions, Corn Tortillas

Chunk™ Filet

Pan Seared Chunk Filet in butter, garlic and thyme, with Yukon Gold whipped potatoes topped with a Port Wine reduction



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