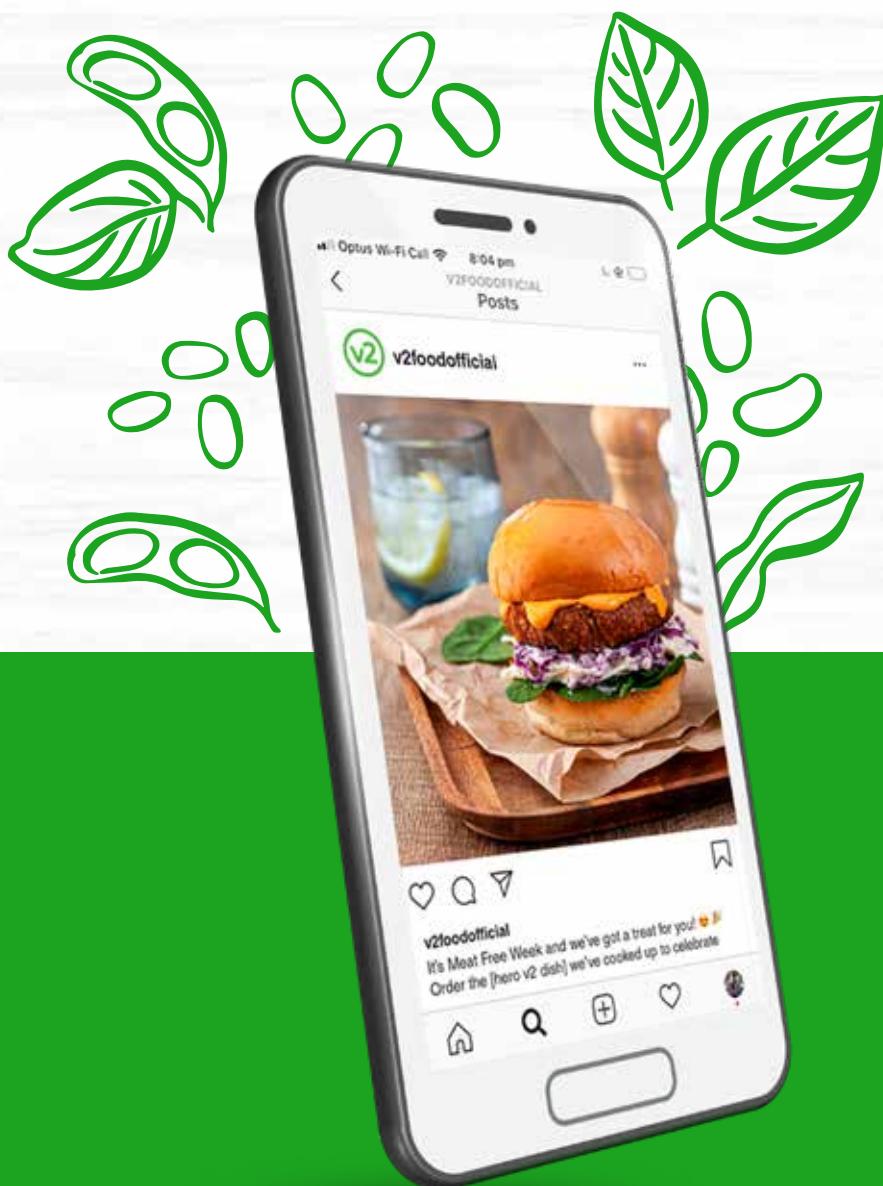




SOCIAL MEDIA GUIDELINES



v2 is the go-to alternative for customers who love the taste of meat and want to get it from plants. Following the tips below will help you entice the widest range of customers to make v2 their next order.

v2food.com/foodservice

Social media is the perfect way to attract new customers and engage loyal regulars by showcasing your latest and greatest v2 creations!

Here are some tips for doing it well and appealing to a broad range of consumers.

GETTING THE WINNING SHOT

- **Share photos or videos** of your favourite v2 moments, whether that's a juicy burger cross-section, some fun in the kitchen, or photos of happy customers trying v2 for the first time. Some good rules of thumb for an awesome photo are

- **Use natural lighting**
- **Avoid using flash**
- **Try overhead shots** when dealing with non-burger items
- **Increase image contrast, saturation and sharpness**



Tag us!

We love interacting with our fans and seeing all your v2 triumphs! Use our hashtags to let customers know you're serving v2, and tag us using our handles for the chance to get reposted on our official social channels!

OUR HANDLE IS
@v2foodofficial

across Facebook, Instagram,
Twitter, Snapchat and TikTok.
Go wild!

OUR HASHTAGS ARE

#v2mince
#v2burger
#v2food



ACE THE CAPTION

Let your followers know what you're loving about v2 in a short and snappy caption. **Some golden rules to follow are:**

DO

- ✓ Describe the **TASTE** of v2 so your customers can get excited about ordering. Lots of people are surprised by how meaty v2 tastes, so a great description that highlights interesting flavour combos and indulgent ingredients can help build interest and drive sales.
- ✓ Use our **TAGLINE** so your customers understand the benefits of choosing v2 - "v2 looks, cooks, and tastes like meat but is made from plants."
- ✓ Explain the **ENVIRONMENTAL BENEFITS** of choosing v2 - "We're feeding our planet in a way that takes care of our planet!"
- ✓ Use the **v2 LOGO** so customers recognise the product. You can find a range of downloadable logos on our media assets page.

DON'T

- ✗ Promote v2 as a **VEGAN** or **VEGETARIAN** product. These terms tend to alienate the meat-eating customers who can really drive sales uptake. Describe v2 like you would beef, and use terms like 'plant based' or the v2 logo to signal to vego customers that v2 is inclusive of their dietary needs.
- ✗ **HATE ON MEAT.** v2 is intended as a plant based alternative to animal meat - not a replacement. We believe there is room on the plate for both animal meat and plant based to coexist, and we are excited to work with the meat industry to grow Australia's agricultural opportunities across the board.

How to respond to questions from followers

Because plant based meat is a relatively new product for most people, you might get some questions about what v2 is and how it's made.

We have included a range of resources on our foodservice site that you can distribute online and instore to help answer some common queries. If you're ever unsure about how to answer a question, please direct your customers to our website v2food.com/FAQ, or tag @v2foodofficial so we can answer directly.

EXAMPLE POSTS

Option 1

INTRODUCING V2 TO YOUR MENU



your_handle



To all the meat-lovers out there, this one's for you - we've just added v2mince to our menu! 🍷🍷🍷 v2mince looks, cooks, and tastes like meat but is made from plants, brought to you by Australia's #1 plant based meat company @v2foodofficial 🌱🌱 Our new [describe hero v2 dish] is waiting for you 🍽️🍽️

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31 August

Option 2

PROMOTING YOUR V2 DISH



your_handle



Who's hungry? 🍷 We've got a treat for you! 🍷 Our oozy 'Winter Lasagna' features layers of our slow-cooked #v2mince from @v2foodofficial and melt-in-your-mouth bechamel, topped with a golden parmesan crust. 🍷🍷🍷 Get your stretchy pants out - this one will have you going back for thirds! 🍽️

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