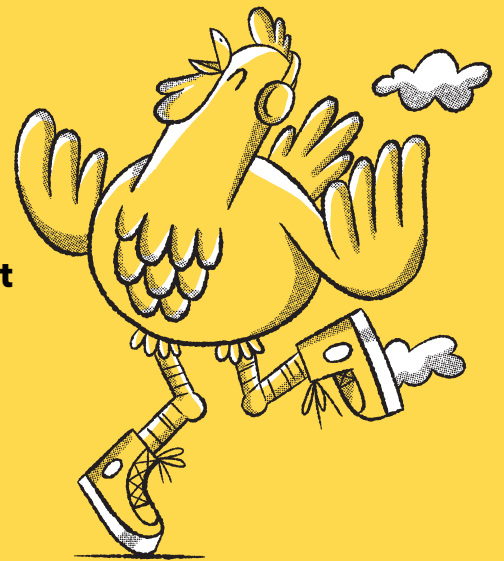




**ZERO
EGG**

MENU GUIDE

Congratulations! You've made an egg-cellent decision to add our egg - the one that's amazingly made from plants - to your menu.



One out of four of your guests will order a plant-based meal.

Zero Egg is eggs-actly what these consumers are looking for on your breakfast menu. Zero Egg customers say having us alongside the rest of their breakfast menu increases their customer base and revenue by around 20%.

"NO" WORDS

We recommend you stay away from the following - and here's why...

Fake, faux or egg substitute

In our experience, we've found that these words can turn customers off. Try describing our product instead... We personally love the phrase "delicious eggs amazingly made from plants," but feel free to adapt as you see fit.

Vegan or plant-based

While our product certainly is both of those things, we suggest using plant-based. There are lots of non-vegans out there who love Zero Egg - so we don't want to sound limiting in any way.

All-natural

As you probably know by now, this can be a loaded term that requires a little too much subjective interpretation than we're comfortable with.

WHAT'S IN A NAME?

Our identity is everything, and we've found that our name - Zero Egg - really encapsulates everything we stand for. So, we'd love for you to use it (and the ™) alongside menu items that are made with our egg.

To kick things off, we ask that your Zero Egg menu items include our name in all caps and that the descriptions use sentence case. Here's an example...

ZERO EGG™ & Cheese

Zero Egg scramble with melted cheese, peppers, and bacon.



PRO TIPS

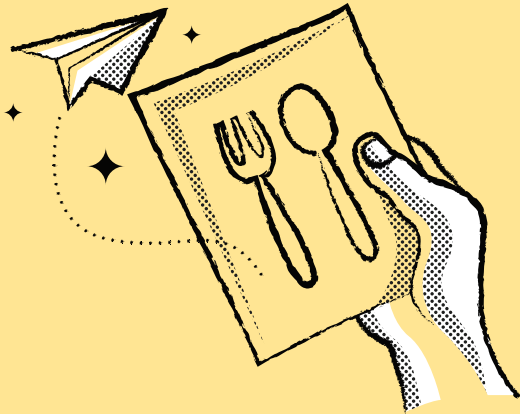
We're giving these two tips their own section because they're that important. So here's the one-two Zero Egg™ punch...

#1

Offer a Zero Egg™ version of your best-selling egg item on your menu, and list it as a completely separate item.

#2

Separately, give your customers the ability to sub in Zero Egg™ for any of your products containing regular eggs, and make sure this is clearly noted on your menus.



SOME EGG-XAMPLES!

We've loved seeing how some of our friends - and your peers! - have described dishes made with Zero Egg. We also love it when restaurateurs create their own inventive dish names that incorporate Zero Egg™ in there! Here are some examples that we hope you find as inspiring as we did:

ZERO EGG™ Breakfast Burrito

Zero Egg scramble, refried beans, pico de gallo, chipotle mayo, & avocado in a flour tortilla

ZERO EGG™ Breakfast Platter

Zero Egg scramble with choice of plant-based bacon or plant-based sausage and a side of home fries & toast

ZERO EGG™ Breakfast Sandwich

Zero Egg scramble, plant-based sausage & plant-based cheddar served on a ciabatta roll

ZERO EGG™ Italian Scramble

Zero Egg scramble with plant-based Italian sausage, sautéed garlic, shallot, spinach & tomato, topped with plant-based cheddar

THE HIGH LEVEL

We want to make sure you know about the things that are most important about our brand, so that you can communicate them to your customers however you see fit. Here's the rundown...

WE'RE (BIG) DREAMERS.

We imagined an egg that could literally do it all - one that was good for people, the planet and easy to get your hands on - and we made it happen. And that's the sort of attitude that inspires everything we do, every single day.

WE'RE PLANT DEFENDERS.

We're plant-based, and therefore use a whole lot less land, water and energy than your ordinary egg. And this helps our friends the hens in the process.

WE DON'T DISCRIMINATE.

Zero Egg is the plant-based product for everyone (vegans, vegetarians, meat-eaters and escatarians alike).

WE'RE DELICIOUS.

We're foodies, and we love trying yummy new things. So we wanted to create a product that reflected that - one that actually has the fluffy and flavorful goodness you love.

