



FOOD SERVICE PARTNER MARKETING GUIDE

50% OF CONSUMERS ARE CONSCIOUSLY CUTTING OUT MEAT.

Plant-based proteins are the new mainstream, and consumers are asking for foods and recipes in this megatrend-turned-lifestyle. This guide was developed to help you make the most of your launch with Good Catch® and capture consumers' interest in plant-based eating. We welcome you as a partner and we hope you'll make the most of your launch with us!

“PLANT-BASED SEAFOOD IS THE NEW TREND”

- Forbes

“THE BEYOND MEAT OF SEAFOOD”

- Yahoo! Finance

**“With every drop of water you drink,
every breath you take,
you're connected to the sea.”**

- Sylvia Earle, oceanographer and explorer

**“PLANT-BASED SEAFOOD IS COMING FOR
YOUR SANDWICHES, TACOS AND MORE.”**

- Thrillist

ABOUT US

Good Catch® is a chef-driven company making innovative, 100% plant-based seafood. Our products are a good source of protein and made without any animal products.

Chad Sarno - Chief Culinary Officer & Founding Chef

A long-time pioneer of plant-based foods, Chad is also a co-founder of Wicked Healthy/Wicked Kitchen and the Wicked Food brands. Chad has launched restaurants in Istanbul, Munich, London and Belgrade, served as VP of Plant-Based Education at Rouxbe Cooking School, and was the Global Wellness Coordinator, Media Spokesperson and R&D Chef for Whole Foods Market's focus on plant-based diets. Chad is co-author of New York Times best sellers "Crazy Sexy Kitchen," "The Wicked Healthy Cookbook" and "The Whole Foods Cookbook."

Strategic investors include General Mills Foods, Greenleaf Foods, Fresh Direct, Thrive Market, and celebrity investors Lance Bass, Paris Hilton, Shailene Woodley, Susan Sarandon and Woody Harrelson.



OUR PRODUCTS

Plant-Based, Vegan, Dairy-Free, Mercury-Free

Tuna flake is ready to serve once slacked, frozen products cook from frozen. Both are an easy 1:1 protein swap for any seafood item with no recipe adjustments needed.



Tuna Flake



Classic Fish Burger



Breaded Fish Fillet



Breaded Crab Cakes

RECIPES FOR SUCCESS

Feature **GOOD CATCH®** in menu item names on menus, boards and prepacked items.

Some examples:

- Good Catch® Fish-Free Tuna Melt
- Ocean Wrap, with Good Catch® Crab-Free Cakes
- Spicy Good Catch® Tuna Roll with Wasabi and Pickled Ginger
- Fish-Free Good Catch® Fish Burger with Horseradish Aioli

Include our description within your menu listing:

- Featuring Good Catch® Fish-Free Seafood
- Made with Good Catch® Fish-Free Tuna

Use stickers or icons to call out **GOOD CATCH®** as an ingredient on packaged items such as:

- Pre-packed wraps and sandwiches
- Grab & go soups
- Family dinners and casseroles
- Salads and snacks

Communication Guidelines

As you know, language matters. The way products are described can make a difference in whether consumers respond. It's really important that our products sound appetizing and are also described in ways that are clear to the consumer.

NOTE: GOOD CATCH® Is a Registered Trademark. The Good Catch® name should always include the registration "®" mark to the right of the name.

Our preferred way to describe **Good Catch®** products:

- Plant-based seafood
- Fish-free seafood

Please avoid describing our product as:

- Veggie seafood
- Seafood alternative
- Tuna/fish/crab alternative
- Fake tuna, fish, crab
- Fake seafood
- Mock tuna/fish/crab
- Mock seafood

Claims you can make:

- Good Catch® products are vegan, vegetarian, plant-based, dairy-free and are a good source of protein.
- All Good Catch® products are made with non-GMO ingredients
- Good Catch® products are made without palm oil, canola oil, artificial flavors or hydrogenated fats



PROMOTIONAL TOOLS

To order POS materials, please contact:

WEST - Becky.Harrison@gatheredfoods.com

EAST - Jason.Klinger@gatheredfoods.com

Posters - 11" x 17"



Window Cling - 11" x 17"



Small Sticker - 2"

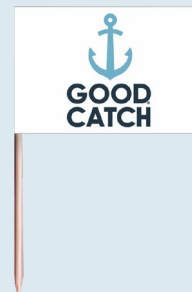
Large Sticker - 2" x 3"



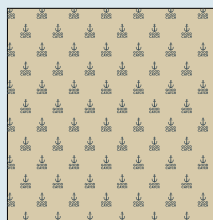
Table Tent - 4" x 6"



Sandwich Pick - 2.5"



Burger Wrap - 12" x 12"



SPREAD THE WORD

To carry Good Catch products and/or get featured on our locator, please fill out this form: www.goodcatchfoodservice.com/carry-good-catch-form