



# 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 PLANT-BASED TUNA FLAKE **Vegan, Dairy-Free, Mercury-Free**

Tuna flake is ready to serve once slacked. An easy 1:1 protein swap or delicious seafood addition to any menu item with no recipe adjustments needed.



Buddha Bowl



Tuna Hoagies



Tuna Pitas



Tuna Curry

Learn more at [www.goodcatchfoodservice.com](http://www.goodcatchfoodservice.com)

## RECIPES FOR SUCCESS

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

Some examples:

- Good Catch® Fish-Free Tuna Melt
- Niçoise Salad with Good Catch® Plant-Based Tuna
- Spicy Good Catch® Tuna Roll with Wasabi and Pickled Ginger

Include our description within your menu listing:

- Featuring Good Catch® Plant-Based Tuna
- 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 alternative
- Fake tuna, faux fish
- Fake seafood
- Mock tuna/fish
- 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](mailto:Becky.Harrison@gatheredfoods.com)

**EAST** - [Jason.Klinger@gatheredfoods.com](mailto:Jason.Klinger@gatheredfoods.com)

Posters - 11" x 17"



Window Cling - 11" x 17"



Small Sticker - 2"

Large Sticker - 2" x 3"

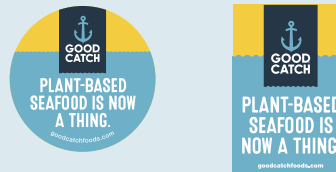
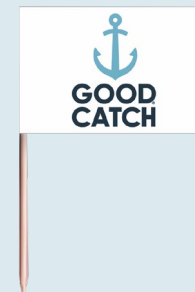


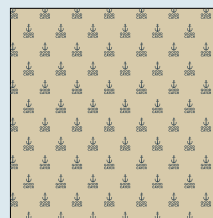
Table Tent - 4" x 6"



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](http://www.goodcatchfoodservice.com/carry-good-catch-form)