

MENU GUIDELINE

ON YOUR MENU

Use “KARANA™” in the name of your dish or in the description.

Refer to KARANA as a **plant-based** option as younger flexitarian consumers tend to prefer this term over “vegetarian” or “vegan”

Our KARANA logo in black and white is available to use on menus too.

THINGS TO AVOID

Avoid words such as “faux”, “fake”, “mock”, “meat alternative” or “meat substitute” in naming or describing the dish.

We are a tasty & delicious product in our own right. We don't want consumers to feel like they are making a **compromise** when choosing not to eat meat.

NAMING EXAMPLES

NEOPOLITAN PIZZA WITH PLANT-BASED FENNEL SAUSAGE

Basil, tomato, sausage made with KARANA™ ground jackfruit

KARANA™ CHORIZO PICADILLO TACOS

Ground jackfruit chorizo, potatoes, spices

PAD KRA PAO MADE WITH KARANA™ JACKFRUIT

Stir fried plant-based ground meat, basil, vegetable.

KARANA™ POTSTICKER

Juicy ground jackfruit meat filling

TIPS

Plant based dishes perform best when listed alongside meat dishes on the menu.

‘KARANA’ should be **in caps** with a ‘™’ for trademark.

Ideally the description of “**plant-based**” is used to describe the dish as “**ground jackfruit meat**”.

Creative & playful dish names that celebrate flavour and indulgence are welcome!

Having cues to sustainability has also been proven to increase sales of plant based dishes.



NEED HELP?

INFO@EATKARANA.COM