

Kellogg's® Away From Home and meat-loving Chef Mason Hereford partner to launch Incogmeato™ by MorningStar Farms®, a new 'just-like-meat' line of products now available in Foodservice

Chef Hereford's feel-good nostalgic menu concept featuring the Incogmeato™ lineup will be offered at his award-winning restaurant, Turkey and the Wolf

CHICAGO, IL., NOV. 12, 2020 – Today Kellogg's® Away From Home announced its partnership with Chef Mason Hereford to amplify the highly-anticipated launch of Incogmeato™ in foodservice, the crave-worthy line of next-generation plant-based protein that looks, cooks and tastes just like meat. MorningStar Farms®, the plant-based category leader for more than 40 years, created the Incogmeato lineup to serve the demand for 'just-like-meat' options that consumers and chefs can feel good about without compromising on taste or experience.

New Orleans-based Chef Mason Hereford is a longtime meat-loving chef, so his partnership with Incogmeato will definitely surprise guests when they try his unique plant-based twist on his classic meat-focused dishes. His restaurants [Turkey and the Wolf](#) and [Molly's Rise and Shine](#) have a casual yet retro feel, reflecting Chef Hereford's mantra that cooking and dining should be fun for both operators and guests. Chef Hereford will menu the Incogmeato™ Guajillo BBQ Burger with crispy fried onions and slaw at Turkey and the Wolf, beginning on November 11, 2020.

Incogmeato is a premium new plant-based protein brand from MorningStar Farms designed for flexitarian consumers looking to replace meat with a fulfilling plant-based protein. Incogmeato Burgers by MorningStar Farms offer 19 grams of 100 percent plant-based protein and sizzle, sear and taste just like beef. The patties are a good source of fiber, iron, vitamin B12 and an excellent source of protein. See nutrition information for total fat and saturated fat content.

"My favorite dishes to cook and eat are simple, classic, and bring me back to a memory from my childhood," said Chef Hereford. "I wasn't sure what to expect when I first cooked with the product, but I was surprised how seamlessly Incogmeato by MorningStar Farms fit into all my classic builds – and it tasted damn good! I love getting creative with my menu so experimenting with the new lineup of Incogmeato products allowed me to try different combinations of flavors people know me for, but now I can serve folks looking for plant-based options at my restaurants."

Chef Hereford's nostalgic and fun culinary style inspired his crave-worthy menu concepts using the Incogmeato by MorningStar Farms Burger Patty and Breakfast Sausage—and the Ground Blend which will be available in early 2021. Some of his favorite menu concepts he created with Incogmeato products include the Mama Tried Burger, Guajillo BBQ Burger, Spicy Breakfast Sandwich, Original Molly's Breakfast Sandwich, Cheesy Double Decker Tostada, and Mason's Biscuits & Gravy.

“We are delighted to partner with Chef Mason Hereford as we launch the Incogmeato by MorningStar Farms lineup to foodservice channels this fall,” said Dara Schuster, Senior Director of Marketing at Kellogg Company. “As the demand for just-like meat products continues to grow, we’re excited to offer operators a menu solution that delivers guests the experience they crave. Chef Hereford’s craveable menu concepts demonstrate that even longtime meat-loving chefs can create crave-worthy dishes using our next-generation plant-based protein lineup and satisfy their guests’ needs.”

Incogmeato by MorningStar Farms is available now at Sysco, U.S. Foods and Dot. Learn more about Incogmeato by MorningStar Farms and Chef Hereford’s menu concepts and watch accompanying videos at IncogmeatoForChefs.com. Keep an eye out for the highly anticipated Incogmeato Chik’n coming in 2021.

About Kellogg’s Away From Home

The Away From Home division of the Kellogg Company (NYSE: K) is dedicated to helping non-commercial and commercial foodservice operators stay ahead of consumer cravings. We activate our iconic brands in unique ways to help meet consumer demand and are devoted to working collaboratively with our customers and partners to help them win with the people they serve. Our beloved brands include *MorningStar Farms*®, *Pringles*®, *Cheez-It*®, *Keebler*®, *Special K*®, *Kellogg’s Frosted Flakes*®, *Pop-Tarts*®, *Kellogg’s Corn Flakes*®, *Rice Krispies*®, *Eggo*®, *Mini-Wheats*®, *Kashi*®, *RXBAR*® and more. The Kellogg Company has long been committed to nurturing our communities and the planet. In doing so, we are also helping protect the long-term availability of the ingredients we use in our foods and the livelihoods of the people who grow them. For more information about Kellogg’s Away From Home and our portfolio of products, please visit www.KelloggsAwayFromHome.com.

####

Media Contact:

Emily Baker
Senior PR Account Executive, SCC
P: 603.686.3277
E: ebaker@sccadv.com