

Kellogg's® Away From Home Partners with Southern Smoke Foundation for Contest Challenging Atlanta Chefs to Prove They're "Not Chicken"

Contest, judged by restaurateur Pinky Cole and Turkey and The Wolf's Mason Hereford, challenges Atlanta chefs to get creative with new plant-based Incogmeato® Chik'n Tenders for a chance to win \$10,000 and support the Atlanta restaurant industry

CHICAGO, Ill., (Sept. 20): Kellogg's® Away From Home, in partnership with Southern Smoke Foundation, is excited to announce the "I'm Not Chicken" Challenge, targeting Atlanta, one of the most "chicken-obsessed" cities in the U.S. The contest challenges independent Atlanta chefs and operators to try new plant-based Incogmeato® by MorningStar Farms® Homestyle Chik'n Tenders, by creating unique, crave-worthy dishes for a chance to win \$10,000 and a three-month supply of Chik'n Tenders. The plant-based tenders feature a juicy, just-like-meat texture on the inside and a crispy, premium homestyle breading on the outside, capturing the feel of tear-apart chicken tenders that look, cook and taste just like chicken.

"We want to inspire Atlanta's chicken-loving chefs to show us they're 'not chicken' by experimenting and playing with plant-based ingredients," said Dara Schuster, Senior Director of Marketing at Kellogg Company. "Our Incogmeato Chik'n Tenders deliver a just-like-meat, craveable plant-based experience that a growing number of consumers are looking for. We are excited to see the creativity from chefs who participate and discover how easy our Chik'n Tenders are to execute back-of-house. We know they will deliver a mouth-watering menu item customers can't resist."

Starting today, chefs can enter the contest by posting their Incogmeato Chik'n Tender menu concepts to their Instagram feeds using #IncogmeatoContestEntry. The chefs' posts will be judged on the crave-worthiness, creativity and originality, menu description and visual appearance. For every submission, Incogmeato will donate \$50 to Southern Smoke Foundation, up to \$10,000, to directly benefit the Atlanta food and beverage industry and help accelerate the restaurant industry's recovery.

"We are proud to team up with Incogmeato for this contest and help give back to Atlanta's food and beverage industry as it continues to face significant challenges as a result of the pandemic," said Chris Shepherd, founding director and honorary chairman of the Southern Smoke Foundation. "We recognize the need facing those in the food and beverage industry is far greater now more than ever, and we're thrilled to provide relief to Atlanta-area industry workers at a time when they need it most."

The contest is only open to chefs or restaurant operators of independent restaurants (between 1-20 units) with a public menu (excludes catering and/or private clubs) located in Georgia. Entries will be judged by Incogmeato ambassadors and chefs Pinky Cole of Slutty Vegan in Atlanta and Mason Hereford of Turkey and the Wolf in New Orleans, both known for their creative menus featuring Incogmeato Chik'n Tenders. Once the top two Atlanta chef menu concept submissions are selected, the public can then vote via an Instagram poll on the

Kellogg's Away From Home Instagram story to decide which concept is the most crave-worthy and ultimately crown the grand prize winner of the challenge. The winner will be announced on the [Kellogg's Away from Home Instagram page](#) on December 2.

Full contest rules and details for the "I'm Not Chicken" Challenge are available at [ImNotChickenChallenge.com](#). Learn more about Incogmeato by MorningStar Farms and watch accompanying videos at [IncogmeatoForChefs.com](#).

About Kellogg Company

At Kellogg Company (NYSE: K), our vision is a good and just world where people are not just fed but fulfilled. We are creating better days and a place at the table for everyone through our trusted food brands. Our beloved brands include Pringles®, Cheez-It®, Special K®, Kellogg's Frosted Flakes®, Pop-Tarts®, Kellogg's Corn Flakes®, Rice Krispies®, Eggo®, Mini-Wheats®, Kashi®, RXBAR®, MorningStar Farms® and more. Net sales in 2020 were approximately \$13.8 billion, comprised principally of snacks and convenience foods like cereal, frozen foods, and noodles. As part of our Kellogg's® Better Days purpose platform, we're helping to end hunger and are committed to creating Better Days for 3 billion people by the end of 2030. Visit [www.KelloggCompany.com](#) or [www.OpenforBreakfast.com](#).

About Southern Smoke Foundation

Created in 2015 by chef Chris Shepherd, Southern Smoke supports the food and beverage industry nationwide by distributing funds to workers in crisis, and by curating programs and partnering with organizations that represent the needs of those individuals. Since its founding, the 501c3 nonprofit established within the food and beverage industry has distributed more than \$8.9 million to people in need across America. Simply put, we "take care of our own."

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