

Kellogg's® Away From Home Announces Chef Winner for "I'm Not Chicken" Challenge in Atlanta

Chef Angèl Joseph of The Lost Druid Brewery awarded \$10,000 for creating winning menu concept using plant-based Incogmeato® Homestyle Chik'n Tenders

CHICAGO, Ill., (Dec. 2): Kellogg's® Away From Home, in partnership with Southern Smoke Foundation, is excited to announce the winner of its "I'm Not Chicken" Challenge is Chef Angèl Joseph of The Lost Druid Brewery in Avondale Estates, GA.

The contest challenged independent chefs and operators in Atlanta, one of the most "chicken-obsessed" cities in the U.S., to try plant-based Incogmeato® by MorningStar Farms® Homestyle Chik'n Tenders by creating unique, crave-worthy dishes for a chance to win \$10,000, a three-month supply of the just-like-meat Chik'n Tenders and help support the restaurant industry.

"Chef Angèl Joseph really showcased his creativity with this flavorful menu concept and clearly the voters agreed," said Dara Schuster, Senior Director of Marketing at Kellogg Company. "His dish proves that cooking with plant-based doesn't have to be boring. Using Chik'n Tenders offers a plant-based experience like no other, delivering a just-like-meat texture that consumers crave."

Chef Angèl Joseph, born and raised in St. Thomas, U.S. Virgin Islands, created a [Honey Ginger Beer Glazed Vegan Crispy Chick'n Tender](#) paired with Smoked Coconut Sticky Rice and garnished with Toasted Sesame Seed Fresno Parsley and a spicy mango purée. This winning dish was inspired by his Caribbean and Asian background.

"Food is my passion - it's what I love, it's who I am, it's what I do. I wake up every day excited about creating something new in the kitchen and winning this challenge only increases my excitement," said Joseph, who recently added the winning dish to the Lost Druid Brewery's menu. "The Incogmeato Chik'n Tenders definitely give me 'real chicken' vibes. My customers loved the dish and it actually sold out the first day it was on the menu. They're excited to have a delicious vegan option and I've been receiving nothing but positive reviews."

Kellogg's also awarded "I'm Not Chicken" finalist chef and restaurant owner Amanda Brock \$5,000 and a three-month supply of Incogmeato Chik'n Tenders to use for her soul food-inspired restaurant, M&M Comfort Zone located in the East Atlanta Village neighborhood. She created a [Vegan Hot Hunny Chick'n Sandwich](#), which features a sweet and spicy glaze on a toasted hoagie drizzled with House Herb Dressing.

"I always wanted to have a vegan option and the Incogmeato Chik'n Tenders cooked up perfectly, had a lot of flavor and were very easy to work with, which is helpful when you're a small business and trying to do several other things at once that may take up more time," said Brock. "People loved the sandwich and I was overwhelmed by the amount of support we received from the community. It's been an amazing experience and I'm excited for what's to come."

Contest submissions were judged by 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. The recipes were evaluated based on crave-worthiness, creativity and originality, menu description and visual appearance.

Voters decided which recipe concept was the most crave-worthy via a 24-hour Instagram poll on the Kellogg's Away From Home Instagram story and crowned Chef Angèl Joseph as the grand prize winner. The winner announcements were also posted on the [Kellogg's Away from Home Instagram page](#).

As part of the contest, Incogmeato also donated \$10,000 to its charity partner, the Southern Smoke Foundation, to directly benefit the Atlanta food and beverage industry and help accelerate the restaurant industry's recovery.

"Southern Smoke is proud to be a part of such an exciting campaign with partners like Kellogg's and Mason Hereford. We are grateful for their generous donation and for helping us raise awareness about the crisis relief we can provide for food and beverage workers nationwide," said Chris Shepherd, founding director and honorary chairman of the Southern Smoke Foundation.

The "I'm Not Chicken" Challenge was open to chefs and restaurant operators of independent restaurants (between 1-20 units) with a public menu (excluding catering and/or private clubs) located in Georgia and they entered the contest by posting their Incogmeato Chik'n Tender menu concepts to their Instagram feeds using #IncogmeatoContestEntry.

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 \$9.2 million to people in need across America. Simply put, we “take care of our own.”

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