

Meat-loving Chef Mason Hereford Menus new Incogmeato™ by MorningStar Farms® Plant-Based Homestyle Chik'n Tenders

Chef Hereford's new menu concept featuring Incogmeato Chik'n Tender Sammie now available at award-winning Turkey and the Wolf

CHICAGO, Ill., – Today Kellogg's® Away From Home and its meat-loving partner, Chef Mason Hereford announced the launch of Incogmeato™ by MorningStar Farms® new plant-based Homestyle Chik'n Tenders in foodservice, the new crave-worthy crispy-on-the-outside, juicy-on-the-inside plant-based protein that tastes clucking delicious. Incogmeato Chik'n Tenders are surrounded by premium homestyle breading, capturing the feel of tear-apart chicken tenders that look, cook and taste just like chicken with each bite.

MorningStar Farms®, the plant-based category leader for more than 40 years, created Incogmeato Homestyle Chik'n Tenders to meet the demand for a 'just-like-meat' experience that flexitarian chicken-loving consumers and chefs who want to embrace plant-based options can feel good about, without compromising on taste or experience.

New Orleans-based Chef Mason Hereford is a longtime meat-obsessed chef, who has become a firm believer in Incogmeato's Plants with Meat Cred. His new plant-based twist, now available at Turkey and the Wolf in New Orleans, features the flavor-packed [Incogmeato Chik'n Tender Sammie](#) which pairs the crispy tenders with Hereford's signature sweet hot mustard, pickles, hot sauce and dill.

Incogmeato Homestyle Chik'n Tenders contain 13 grams of protein per tender and compared to real chicken tenders, have 44% less fat. They are made with non-GMO soy and contain no artificial flavors. A finely-honed technology creates fibers to mimic the texture of real chicken, resulting in a crispy, juicy, pull-apart tender that delivers the taste, texture and aroma flexitarian chicken-loving consumers are looking for. In fact, 58% of consumers would order Incogmeato Chik'n Tenders at a restaurant three times a month or more².

"The fried Chik'n Tenders are absolutely delicious which is why swapping out my original chicken sandwich with this plant-based option was a no-brainer," said Chef Hereford. "It works really well with the light, refreshing ingredients we added to the Chik'n Tender Sammie - and once you eat it, you want more," said Chef Hereford. "The tear-apart texture is wild and it's very easy to cook with. I'm surprised by the number of people ordering it who aren't vegan or vegetarian. The fact that it's plant based doesn't factor into their decision to order it, proving that even meat-eaters want to give it a try."

"Chef Mason and his restaurant guests have shown enthusiasm for our plant-based protein menu items, so we knew they'd be excited about our new Incogmeato Homestyle Chik'n Tenders," said Dara Schuster, Senior Director of Marketing at Kellogg Company. "We wanted to create an industry-changing product that is both crave-worthy and meets the operator and customer demand for more variety in their menu options."

Kellogg's Away From Home announced its partnership with Chef Hereford in November 2020 when launching Incogmeato™ by MorningStar Farms®, a new 'just-like-meat' line of products. Hereford's nostalgic and fun culinary style inspired his versatile menu concepts using the Incogmeato Chik'n Tenders. Additional menu inspiration he's created with Incogmeato Homestyle Chik'n Tenders include a Chik'n Parm Sub with Calabrian chile mayo, banana pickles and sunflower seed pesto, Buffalo Chik'n Tender Salad (spin on a Waldorf Salad), Hot Chik'n Biscuit with chive-honey and dill pickles, Chik'n Tender Tacos with cilantro green goddess dressing and Chik'n Tenders with Housemade Dipping Sauces – Cajun tarragon buttermilk dressing, hot cherry pepper romesco sauce and chimichurri ranch dressing. To view the menu concept image gallery [click here](#).

Incogmeato by MorningStar Farms Homestyle Chik'n Tenders are available now at Turkey and the Wolf in New Orleans and at Earth Burger restaurants. They are also available to Foodservice operators across the country through broadline distributors. Learn more about Incogmeato by MorningStar Farms and Chef Hereford's menu concepts and watch accompanying videos at IncogmeatoForChefs.com.

2 P&K Research, CLT Research Final Report, October 2020, N=160

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.

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