

# 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.

## NAMING EXAMPLES

- **KARANA™ Whole-plant Braised Meat Rice Bowl (Lu Rou Fan)**  
Young jackfruit meat marinated in XX
- **Whole-plant KARANA™ Meat Bahn Mi**  
Grilled KARANA™ plant-based meat sandwiched between XX
- **Char Kway Teow with KARANA™ Meat**  
KARANA™ Whole-plant meat stir-fry with XX / Plant-based meat fried with XX

## 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.

## 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 “**whole-plant**” is used to describe the dish and “**young jack-fruit**” can be referenced as the key ingredient.
- 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?**

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