

HOW TO TALK ABOUT NOTCO



Want to tell your clients about us? Piece of –a very good - cake! Whether for vendors, purchasing team, waiters, everyone! This is the guide to know everything about how to sell our **NOTPRODUCTS**.

FIRST THING FIRST: WHAT IS NOTCO?

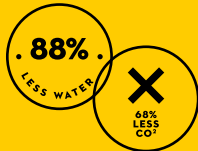
We are a foodtech company that use artificial intelligence to create the food you love, using only plants and making them taste even better.

WHY SHOULD I CHOOSE A NOTPRODUCT?

Because they are incredibly delicious! It's plant-based food that looks, smells, tastes and works – even in nutrition - the same better than a regular one, with other considerable benefits...

LACTOSE **GLUTEN** **CHOLESTEROL** **EGG** **SOY** **TRANSGENIC**

And a huge reduce of impact in the environment vs a regular product! When a NotProduct is produce it takes, on average*:



*To know more, you can download our catalog of NotProducts and you can see the reduce of impact of each NotProduct on our page.

SO THE NOTPRODUCTS ARE MADE FOR...?

For foodies!! who, like us, love food and for those who know that things can be done better.

So our products are for carnivores? Yes, they are!
For vegetarians and vegans? Of course!
And flexitarians? Totaly!

Because it's only really good,
when it's good for the planet.

SPREAD THE WORD LIKE YOU SPREAD EXTRA SALSA

AS WE SAID BEFORE, NOTCO
AND THE NOTPRODUCTS ARE
FOR EVERYONE. NO EXCUSES.
NOW, TO PEOPLE KNOW THAT,
HERE ARE SOME TIPS TO
CONSIDER.

On the Menu

As our brand says: we are the same, but **NOT**. And people know that! The “Not” is our main concept and tells that the thing you are trying it's the same but better, because it's made of plant-goodness.

So when you add a recipe with one of our NotProducts just add a spoon of “Not” before that exquisite dish like:

- NotBechamel Pasta
- NotMilkshake
- Avocado salad with NotAioli salsa
- Cheeseburger, but Not.

This will help to thrive sales much better! And if you need to explain the NotProduct, try to use the word “plant-based” or “made of plants” - instead of “veggie”, “vegan”, “replacement” or “substitute” - this gives people a tastier meaning and includes everyone with food restrictions.

REMEMBER THAT YOU CAN ALWAYS INCLUDE THE REST OF THE MENU WITH A NOTPRODUCT. IN THAT WAY MORE PEOPLE CAN ENJOY YOUR EXQUISITE VARIETY OF CHOICES. JUST LET THEM “NOT” IT UP OR MAKE IT HOW IT IS “BUT NOT”.

Correct use of names:
NOTMAYO® or NotMayo®
NOTMILK® or NotMilk®
NOTBURGER® or NotBurger®
NOTICECREAM® or NotIceCream®

On the media

What a best way to show that you have NotProducts than on media. Digital, social or even printed, here're some tips that we have for you to take the communication easy and accurate to show tastiness.

PHOTOGRAPHY: always try to make it as tasty as possible – a natural light always helps - and if you could, add the packaging of the NotProduct you are using. If you do not have any picture do not hesitate in ask to our team, we'll be happy to send you!

HASHTAGS: this is an amaaazing way for us to see what our partners are doing and also to repost them! Just remember to tag us and use out main hashtags:

IG: @thenotco - @notcous
@notcoarg - @notcobr
FB: @TheNotCompany
LI: @NotCo

#NotCo #WhyNot
#ItIsButNot #NotBurger #NotMilk
#NotMayo #NotIceCream

KEY MESSAGES: this will help people to really see the partnership we have and the tastiness they are about to try. Here they are to add in your messages or images and graphics:

NotMayo : Tasty, creamy, made from plants.
NotMilk : It pours, stirs, froths and slurps just like cow's milk.
NotBurger : Tasty. Extra juicy.
NotIceCream : Extremely creamy. Simply delicious.

As we told you a little bit early, and you absolutely know this, taste is everything. So when you add a recipe with one of our NotProducts just add a spoon of “Not” before that exquisite dish or communicate the name of the product as it is: NotMayo®. This will help to thrive sales much better!

And if you need to explain the NotProduct, try to use the word “plant-based” or “made of plants” - instead of “veggie”, “vegan”, “replacement” or “substitute” - this gives people a tastier meaning and includes everyone with food restrictions.

TALK TO US!
**WE ARE ALWAYS FINDING WAY TO IMPROVE
AND TO HELP OUR PARTNERS, SO PLEASE
REACH US FOR ANYTHING YOU NEED!**

