



Look at the very small print under the word "Beef"-to see it is a meat substitute



Which word is prevalent? Vegetarian or Chicken Legs?



Discovered at Wal-Mart. 2<sup>nd</sup> shelf from the top, the word "meat" is clearly marked on the package and even has an image of long horn cattle. However, it is another meatless product.



Next to the real ground beef patties in Hy-Vee are Beyond “MEAT” Chicken Strips Grilled? The words plant based are in the lower right-hand corner in white. Which do you believe a consumer will see?



Was the turkey vegan or is this a meat-less product with a delicious turkey on the cover?



These are beast burgers. The word “meat” is in dark print on a white background. If you have bi-focal glasses, you might be able to see that these are also meatless.



Delicious BBQ pulled shreds that you can heat up and load on a bun. Can you easily see the words “meat free” on this package?



Which word is most prominent on this packaging? At first glance, you see “Chicken,” but in cursive above you see that it is “vegetarian.”



Delicious Fried Chik'n with Gravy. Right below the description you will find the words "Made with vegetable protein" in much smaller letters and a photo of yummy fillets.

