

## Discovery Culinary Generic Brand Names Guidelines

In general, please avoid using brand names--use the generic product name instead. If the brand name makes a crucial difference to the recipe, recommend it as "such as."

1 tablespoon hot sauce, such as Tabasco

If you purposely want to include a brand name product in the recipe title, that product must be an ingredient.

Example: Oreo Cheesecake must call for Oreos in the ingredient list. We cannot make a giant Oreo recipe and call it Giant Oreo if there are no Oreos in the ingredient list.

Ingredient example: TK ingredient, such as sponsored product  
10 chocolate sandwich cookies, such as Oreos

If you want to call out a trademarked product (Instant Pot) or diet plan (Whole30), you can use the word in the recipe title without a trademark sign. In the headnote, method, ingredient list and equipment list, you must use the trademark sign.

Example:

Recipe Title: Instant Pot Chicken Pot Pie

Method: Add the chicken and carrots to a 6-quart Instant Pot® multi-cooker.

Special equipment: a 6-quart Instant Pot® multi-cooker

Avoid using other branded products in an integrated recipe. For example, if we've sold something to Jet-Puffed Marshmallows, do not use other branded items like Nutella or Oreos, unless that advertiser is also part of the deal.

**Note:** For integrated/sponsored recipes, please do include the brand name with "such as"

Trademarked Recipe Names:

Some recipe titles and words are trademarked and we are legally prohibited from using them in recipe titles.

Creamsicle

Crunch Wrap

Dark and Stormy - this term may only be used if you call for the brand Goslings

Derby Pie

Fluffernutter-this term may only be used if you call for the brand Marshmallow Fluff

Frito Pie

Frito Chili Pie

Funfetti [call it Confetti Cake]

Honey Baked Ham/Honeybaked Ham/Honey-Baked Ham [call it Baked Honey Ham] – also avoid Honey Glazed Ham and any hyphens

Killer Brownies

Olympic

Popsicle [call it Ice Pop]

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Slush or Slushy  
Slutty Brownies [call them TK-Stuffed Brownies]  
Super Bowl [call it Game Day Tacos]  
Super Size  
Surprise-Inside  
Turtle  
Walking Tacos

Tater Tots: This term may be used as a recipe title or ingredient except if the recipe is a branded integration focusing on other brand name products. The generic term is potato tots.

Please refer to Southeast Asian limes as makrut limes (not kaffir limes).

Please provide package sizes for potato/tortilla chip bags, gelatin envelopes and yeast envelopes.

**Canned Goods:**

One 14.5-ounce can diced tomatoes  
One 28-ounce can whole plum tomatoes  
One 15-ounce can solid pack pumpkin  
Two 12-ounce cans evaporated milk  
One 14-ounce can sweetened condensed milk  
One 10.5-ounce can condensed cream of mushroom soup  
One 10-ounce can diced tomatoes with chiles [generic for Rotel; also 28-ounce cans]

**Alcohol/Liqueur:**

1/2 ounce Irish cream liqueur  
1/2 part gold rum  
2 ounces vanilla vodka  
1 tablespoon spiced rum  
1/2 teaspoon high-proof rum  
1/2 cup coconut rum  
1 ounce orange liqueur, such as Cointreau [or Grand Marnier]

**Herbs, Spices, Seasonings and Grains:**

1 tablespoon seafood seasoning [generic for Old Bay]  
1 teaspoon Italian seasoning  
1 teaspoon maple extract  
One 1.5-ounce package meatloaf seasoning  
2 teaspoons salt-free citrus herb seasoning [generic for Mrs. Dash]  
1 cup Khorasan wheat [generic for Kamut]  
12 sweet picante peppers [generic for Peppadews]

**Ready-made Products:**

One 24-ounce container home-style mashed potatoes  
1/4 cup olive oil vinaigrette  
1- to 1 1/2-pound pre-marinated apple bourbon pork tenderloin

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One 5.2-ounce package soft cheese with garlic and herbs  
4 cups packaged melon medley, cut into bite-size pieces

**Prepared Box Mixes:**

One 15.25-ounce box spice cake mix (plus required ingredients)  
One 3.4-ounce box instant chocolate pudding mix  
One 1-ounce box sugar-free instant vanilla pudding mix  
One 5.5-ounce box flan mix with caramel sauce  
One 8.5-ounce box corn muffin mix  
One 16-ounce box pound cake mix  
One 3-ounce package lime gelatin [generic for Jell-O]  
1 cup baking mix

**Candy/Pastry/Cereal:**

Four 1.5-ounce chocolate-covered wafer candy bars [generic for Kit Kat]  
3 chocolate-covered caramel peanut candy bars [generic for Snicker's]  
3 cups caramel corn with peanuts [generic for Cracker Jack's]  
1 cup candy-coated chocolates [generic for M&M's]  
1 cup corn cereal squares [generic for Chex]  
6 ounces candy melting wafers [Note: not candy melts]  
3 chocolate sandwich cookies [generic for Oreos]  
One 14- to 16-ounce box refrigerated rolled pie crusts (2 crusts)  
One 8-ounce tube refrigerated crescent rolls  
One 8-ounce tube refrigerated crescent dough sheets  
One 16.3-ounce tube refrigerated biscuits  
One 17.3-ounce box frozen puff pastry sheets (2 sheets)  
1 cookie pie crust  
1 pie crust  
1 package mini phyllo tart shells  
1 teaspoon chocolate sprinkles [generic for Jimmies]  
1 cup marshmallow creme [generic for Marshmallow Fluff]

**Equipment:**

Rasp grater [generic for Microplane]  
Resealable plastic bag [generic for Ziplock]  
Slow cooker [generic for Crock Pot]  
Plastic wrap [generic for Saran Wrap]  
Silicone baking mat [generic for Silpat]

**Whole30:**

Titles: You can include Whole30 in a recipe title without the trademark.

Headnotes: Refer to the recipe as Whole30® friendly, Whole30® compliant, fits Whole30® requirements or fits the Whole30® program.

Ingredients: Only products with the Whole30 seal on the packaging can be called Whole30® approved.

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Refer to specialty ingredients without the seal as Whole30®-friendly TK or Whole30®-compliant TK.