

ALL ABOUT IMPOSSIBLE™ PRODUCTS

Impossible products are for people who love meat — except they're made from plants! They handle and cook just like ground beef made from cows. You can use them in any recipe that calls for ground beef. Charred, grilled, sautéed, broiled, seared, even braised — you name it. If you know how to cook ground beef made from cows, you know how to cook Impossible products.

IT'S FOR MEAT LOVERS

Impossible products are plant-based and made from zero animal sources. However, we don't call it "fake meat", describe it as a "veggie burger", or label it as "vegan" or "vegetarian" because Impossible products are made specifically for meat eaters. While vegans can eat it too, we see meat eaters choosing Impossible products for their unbelievably beefy flavor and aroma.

If serving Impossible products in a recipe to guests who are vegan, please be sure to check that the entire recipe is plant-based.

THE HEALTH BENEFITS

Impossible products have as much bioavailable iron and protein to a comparable serving of ground beef from cows, but has 0 mg cholesterol, 14 grams of total fat and 240 calories in a 113 gram patty. (A 113 gram, conventional regular "80/20" patty from cows has 75 mg cholesterol, 28 grams of total fat and 330 calories.) It also contains iron but no animal hormones or antibiotics.

IMPOSSIBLE™ BURGER	VS	80/20 GROUND BEEF
240	CALORIES	330
19	PROTEIN (G)	19
14	TOTAL FAT (G)	28
8	SATURATED FAT (G)	11
0	CHOLESTEROL (MG)	75

Based on a 113 g serving

1. Source: Gott's 2. Source: Umami 3. Source: Business Insider 2019 4. Source: NPD Supply Track, June 2020

*In a home usage study of 254 consumers who cooked with the Impossible™ product, 70% thought the taste was comparable to or better than ground beef from cows and 77% thought it sizzled like ground beef from cows.

IT'S MEAT EVERYONE CAN CRAVE



IT'S GREAT FOR YOUR BUSINESS

+26% YoY Impossible product sales, indicating new customer growth (Gott's Roadside)¹

+26% lift in sales in the first few weeks (Umami)²

+10% increase in check average³

90% of Impossible consumers are meat eaters⁴

IMPOSSIBLE PRODUCTS OUTSELL
THE LEADING COMPETITOR BY **74%**

UP TO **28%** MORE YIELD

Greater Yield = Greater Profits

Impossible products yield up to 28% more product than 80/20 beef cooked at the same temperature.



IT'S A VERSATILE INGREDIENT

Impossible products are delicious in any dish that uses ground beef — including stews, tacos, meatballs, chili, kebabs, and more. It's simple to cook on a BBQ or flat top griddle, in a saute pan, or roasted in the oven.



Lemongrass Skewers





Chili Cheese Fries



Tacos

ORDERING INFO

SKU	Product Description	Pack Size	
60-00023	Impossible™ Burger Brick	4 x 1 2.27 kg	
60-00024	Impossible™ Burger Patties	4 x 10 113 g	

IT'S MADE FROM PLANTS

It's primarily made with soy protein, coconut oil, sunflower oil, some potato protein — plus our special ingredient: heme.

Heme is an iron-containing molecule found in every living organism — both plants and animals. Impossible Foods' scientists discovered heme is what makes meat taste like meat. Impossible products get their heme from the protein soy leghemoglobin, which is naturally found in soy roots.

Impossible Foods produces soy leghemoglobin through genetic engineering and fermentation. Thanks to heme, Impossible products have a rich, beefy flavor that satisfies the most discerning meat-eaters — but it contains no animal products whatsoever.

NUTRITION INFO & INGREDIENTS

Nutrition Facts Valeur nutritive

Per 1 burger (113 g)
pour 1 burger (113 g)

Calories 240

	% Daily Value*
Fat / Lipides 14 g	19%
Saturated / saturés 8 g	40%
+Trans / trans 0 g	

Carbohydrate / Glucides 9 g	
Fibre / Fibres 3 g	11%
Sugars / Sucres 1 g	1%

Protein / Protéines 19 g	
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Cholesterol / Cholestérol 0 mg	0%
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Sodium 370 mg	16%
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Potassium 600 mg	13%
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Calcium 175 mg	13%
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Iron / Fer 5 mg	28%
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Riboflavin / Riboflavine 0.2 mg	15%
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Niacin / Niacine 9 mg	56%
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Vitamin B ₆ / Vitamine B ₆ 0.4 mg	24%
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Folate 110 µg DFE / ÉFA	28%
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Vitamin B ₁₂ / Vitamine B ₁₂ 3 µg	125%
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Pantothenate / Pantothénate 1 mg	20%
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Phosphorus / Phosphore 175 mg	14%
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Zinc 5.5 mg	50%
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*5% or less is **a little**, 15% or more is **a lot**

*5% ou moins c'est **peu**, 15% ou plus c'est **beaucoup**

Ingredients: Water, Soy Protein Concentrate, Coconut Oil, Sunflower Oil, Potato Protein, Methylcellulose, Soy Leghemoglobin, Glutamates, Natural Flavours, Sugars (Cultured Dextrose), Salt, Modified Plant Starch, Yeast Extract, Mixed Tocopherols (Antioxidant), Soy Protein Isolate, Thiamine Hydrochloride (Flavour), L-Tryptophan, Zinc Gluconate, Niacin (Vitamin B₃), Ferric Phosphate, Pyridoxine Hydrochloride (Vitamin B₆), Calcium Pantothenate (Vitamin B₅), Riboflavin (Vitamin B₂), and Vitamin B₁₂

Contains: Soy