

## FREE CHECKLIST

# Launch a new Impossible™ menu item

Introducing a new dish on your menu is a great way to attract new customers, re-engage current fans, and keep your offerings fresh. However, this can be a uniquely challenging task for restaurant operators who might not know how to create a plant-based menu item or communicate the exciting news to brand loyalists and new audiences alike.

If you're thinking about updating your menu, new dishes built with **Impossible™ Burger** and **Impossible™ Sausage Made From Plants** present an incredible opportunity to generate buzz with new audiences, increase your restaurant's brand perception and grow your revenue. Here's our checklist for making your next launch as easy as saying 'meaty meat made from plants'.



## RECIPE DEVELOPMENT

Plan your Impossible™ creation

- **Identify your most popular menu items**, then use Impossible Burger and Impossible Sausage to make a brand new dish that your customers will love
- **Check out our [cooking guidelines](#)**. Tip: If you can cook with ground beef or sausage, you can cook with Impossible™ meat made from plants
- **Run a special or Limited Time Offer** to gauge customer interest and get your staff excited. Appetizers are also a fun, easy way to test out new dishes
- Popular dishes include: **burgers, pizza, sliders, breakfast sandwiches, burritos, nachos, salads...**the possibilities are endless!

## IN STORE LAUNCH

Put your new Impossible™ dish on the menu

- **Put 'Impossible™' before the dish name**, as well as descriptive language like 'delicious meat made from plants'. Check out our [menu guidelines](#) for more tips
- **[Train your front of house staff](#)** to promote your new menu items with customers so they feel confident answering questions
- Highlight your Impossible™ dish as a **featured menu item on your website and third party platforms** (Yelp, Google, Grubhub, DoorDash, etc.) to get found by customers ordering online for pick up or delivery
- **[Order free marketing assets](#)** to display in your restaurant and to-go to build awareness that you carry Impossible™ products. We offer table tents, posters, stickers, flags and more!

# DIGITAL MARKETING STRATEGY

Promote your Impossible™ Menu Online

- **Announce the launch on your social media channels** and create a posting plan
- **Email your customers** to let them know you have a new menu item that they'll love, and offer a special promotion or limited time offer to motivate them to order
- [Check out our image gallery](#) to get snag some drool-worthy product shots, or get inspired to build your own
- **Tag us on Twitter (@impossiblefoods) or Instagram (@impossible\_foods)** and we may feature your posts on our channels!
- **Include #ImpossibleBurger or #ImpossibleSausage in your posts.** These hashtags have been used +116K times and can help customers searching for Impossible™ dishes find you
- **Check out our [cooking guidelines](#).** Tip: If you can cook with ground beef or sausage, you can cook with Impossible™ meat made from plants
- **Encourage your customers to post about your new menu item** -- foodies love to hear from other foodies (and see the Impossible™ flag on delicious dishes)
- **Invest in ads** to spread more awareness and generate conversations
- [Use holidays and special events](#) to promote your menu items and drive in store buzz
- [Get added to our store locator](#) so hungry customers can find you!

## ABOUT IMPOSSIBLE FOODS

Hi! We're Impossible Foods, and we make delicious meat, made from plants, for people who love eating meat. When our company was founded in 2011, we started with a simple question: "What makes meat taste like meat?" Then we took everything we know and love about meat and aimed to make it even better – **using plants.**

Impossible Burger and Impossible Sausage Made From Plants are carried by over 30,000 foodservice operators because they cook and taste like their beef and pork counterparts\*, but with a fraction of the health and environmental impacts. In addition to winning the hearts of consumers around the planet, they have also won industry awards, been referenced in iconic television shows and called a triumph of food engineering.

Impossible products are offered in over 30,000 foodservice locations of all segments and sizes across the United States, Canada and Asia because they can help drive sales, demand and traffic. **We're so excited to start this journey with you!**



\* In a home usage study, 70% of 254 US consumers who cooked with Impossible™ Burger thought the taste was comparable to or better than ground beef from cows. In a test of over 200 consumers, an Impossible™ Sausage Patty Made from Plants breakfast sandwich was preferred 54% to 46% over the same breakfast sandwich build made with the leading brand.