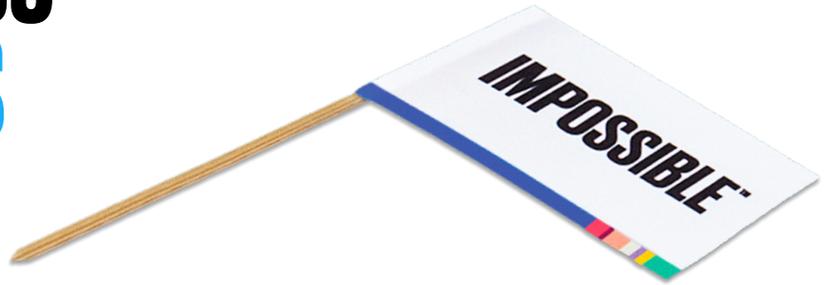


# IMPOSSIBLE FOODS MENU GUIDELINES



## PRODUCT NAMES

When adding Impossible™ products to your menu, make sure to use their full name on first reference:

- Impossible™ Burger
- Impossible™ Chicken Nuggets Made From Plants
- Impossible™ Meatballs Made From Plants
- Impossible™ Pork Made From Plants
- Impossible™ Sausage Made From Plants

## MENU LANGUAGE

Impossible™ products are delicious meat made from plants for people who love meat. Here are best practices to position and promote these products on your menu so your customers know what they are and why they should order them.

**DO:** Put the word Impossible™ in the name of your dish. More and more people recognize the Impossible™ brand and will be more drawn to an “Impossible™ Menu Item” than a “plant-based” one.

**DO:** Offer a specific Impossible™ build on the menu for greatest success. It’s best to start with your best-selling animal-based menu item.

**DO:** In addition to an Impossible build, offer Impossible™ meat as a tasty option in any dish. Letting customers substitute Impossible products for animal-based meat can help more people experience and enjoy more of your menu.

**DON'T:** Call it “fake” or “faux” or “meat substitute.” Those words can turn customers off. We recommend saying “delicious meat made from plants for meat lovers”. It sounds tastier and will sell better.

**DON'T:** Describe it as a “vegan” or “vegetarian” option. We’ve found most people who buy Impossible products are meat eaters. We recommend saying “delicious meat made from plants for meat lovers” because it is more inclusive of all dietary preferences.

## THE FINE PRINT

Here are some tips from our Legal Team to make sure you describe our product in the most accurate way:

**DO:** “TM” the first and most prominent mention of Impossible™ product or menu item, usually in the dish name — as in, “Impossible™ Burger” or “Impossible™ Sausage Made From Plants” (see full list of product names above). Once you have used the “TM” once for that product, you don’t have to keep using it in the same asset. If introducing another product in the copy, use the “TM” again.

**DO:** Add to the footer on your menu: “Impossible™ is a registered trademark of Impossible Foods Inc. ; used under license.”

**DO:** Make your restaurant brand prominent and use the Impossible Foods product names to identify the ingredient in the menu build.

**DON'T:** Use the brand Impossible descriptively. For example, don’t use phrases like: “do the Impossible”, “mission Impossible”, “enjoy Impossible”.

**DON'T:** Use “Impossible” without referring to a product or service. For example, don’t use “choose Impossible” or “cook Impossible”.

**DON'T:** Use “all natural.” This is a highly litigated term that requires too much subjective interpretation.

## EXAMPLES OF MENU DESCRIPTIONS

When using Impossible™ products as an ingredient, you can use the official name of the product like Impossible™ Burger or create your own dish name such as Impossible™ Taco. Make sure to round out the menu descriptions with the other hero ingredients that complete the build.

**Impossible™ Burger can be:**

Impossible™ Burger has all the flavor you love and the protein of a beef burger, but it's made from plants.

**And it could also be:**

Impossible™ Taco features delicious meat made from plants for meat lovers.

**Impossible™ Chicken Nuggets Made From Plants can be:**

Crispy, delicious Impossible™ Chicken Nuggets Made From Plants are loved by kids and kids at heart.

**And it could also be:**

Impossible™ Chicken Parmesan Bites satisfy the love of chicken with crispy, delicious meat made from plants.

**Impossible™ Meatballs Made From Plants can be:**

Impossible™ Meatballs Made From Plants makes a cravable sub sandwich for people who love meat.

**And it could also be:**

Impossible™ Calzone is for meat lovers, but it has delicious meatballs made from plants.

**Impossible™ Sausage Made From Plants can be:**

Breakfast Burrito with craveworthy Impossible™ Sausage Made From Plants has the same amount of protein as conventional sausage.

**And it could also be:**

Impossible™ Biscuits and Gravy is made with meat from plants for sausage lovers.

## AND THAT'S A WRAP!

If you'd like additional help on how to menu your Impossible™ menu item, don't hesitate to reach out to us at [www.ImpossibleFoods.com/ContactUs](http://www.ImpossibleFoods.com/ContactUs).

We're here for you every step of the way.

Remember to visit:

[www.ImpossibleFoods.com/Foodservice](http://www.ImpossibleFoods.com/Foodservice)

to get valuable in- store marketing materials and so much more!