






IMPOSSIBLE FOODS MENU GUIDELINES





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 it is and why they should order it.

-  **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 “veggie,” or even “plant-based” one.
-  **DO** **Offer a specific Impossible™ build on the menu for greatest success:**
It’s best to start with your best-selling meat dishes.
-  **DO** **In addition to an Impossible build, offer Impossible™ meat as a tasty option in any dish.**
Letting customers sub Impossible products instead of animal proteins on your menu 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** **Please capitalize Impossible and place the ™ symbol after the first or most prominent mention of Impossible™, usually in the dish name — as in, Impossible™ Beef.** Once you have used the ™ 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 ™ again.
-  **DO** **Add to the fine print:**
“Impossible™ is a registered trademark of Impossible Foods Inc.; used under license.”
-  **DON'T** **Use “Impossible” as a noun or verb or in a play on words.**
For example, don't say “choose Impossible” or “do the Impossible” or “Impossible it.”
-  **DON'T** **Use “all natural.”**
This is a highly litigated term that requires too much subjective interpretation.

EXAMPLES OF MENU DESCRIPTIONS

Be sure to round out the menu descriptions with the other hero ingredients that complete the build.

Here are some ideas on how to describe your Impossible™ menu item:

- Impossible™ Street Tacos feature delicious meat made from plants, salsa verde, lime crema, avocado, and radishes.
- Impossible™ Meatball Subs are made from plants for meat lovers, and are served in an Italian-style marinara sauce.
- Impossible™ Beef has all the flavor you love and the protein of a beef burger, but it’s made from plants .
- Impossible™ Sausage Patties are made from plants for meat lovers and served on a toasted English muffin.
- Impossible™ Chicken Nuggets are made from plants for chicken lovers, and come with a side of fries and ketchup.

And that’s a wrap. If you’d like additional help on how to menu your Impossible item, don’t hesitate to reach out to us at ImpossibleFoods.com/ContactUs. We’re here for you every step of the way.

Remember to visit ImpossibleFoods.com/Foodservice to get valuable in store marketing materials and so much more!