



RESTAURANT GUIDELINES FOR COOKING AND SERVING IMPOSSIBLE® CRISPY CHICKEN FILLETS **MEAT FROM PLANTS**

HOW TO **COOK** IMPOSSIBLE CRISPY CHICKEN FILLETS

Bun it, wrap it, toss it, or top it—Impossible Crispy Chicken Fillets are perfect for fried chicken sandwiches and also shine as a center-of-plate entrée across all dayparts. Whether sliced or diced, these fillets make a crispy, high-protein topper for salads and pastas, a perfect addition to wraps, or a flavorful option when tossed in your favorite sauce.

Impossible Crispy Chicken Fillets are pre-formed, pre-breaded, and ready to quick fry for simple back of house operations.

STORAGE & HANDLING

- **Perishable. Keep frozen at all times** and cook before the indicated use-by date.
- Product should be cooked from a frozen state.
- Shelf life is 15 months frozen.

COOKING INSTRUCTIONS

- **Ready-to-cook**, heat thoroughly to an internal temperature of 160°F.
- **Deep Fry** (Recommended): Preheat deep fryer to 365°F. Deep fry fillets for approximately 5 minutes.
- Product is fully cooked when interior reaches 160°F.
- Appliances may vary. Cooking times are approximate and may vary based on starting temperature of fillet.

WHAT ARE THE KEY INGREDIENTS IN IMPOSSIBLE CHICKEN?

- Wheat Flour
- Soy Protein
- Sunflower Oil

See full ingredient list on packaging.

HOW TO **TALK ABOUT** IMPOSSIBLE CRISPY CHICKEN FILLETS

Here's a training cheat sheet that covers the most common questions:

WHAT ARE IMPOSSIBLE CRISPY CHICKEN FILLETS?

They are delicious crispy chicken fillets made from plants for meat lovers! They have a golden crispy coating and a tender and juicy interior.

HOW DO THEY TASTE SO GOOD?

The perfect crispy breaded exterior and juicy, meaty interior come from a combination of carefully selected ingredients. Impossible Foods works to understand what makes chicken taste like chicken, and have developed a proprietary blend of plant-based ingredients to create a delicious, crispy and juicy breaded chicken fillet made from plants.

WHY SHOULD I TRY THEM?

- **Delicious:** Impossible Crispy Chicken Fillets taste as good as or better than animal crispy chicken fillets.¹
- **Nutrient-packed:** Impossible Crispy Chicken Fillets are an excellent source of protein² and a good source of fiber,³ with 0 mg cholesterol and 50% less saturated fat than a leading crispy animal chicken fillet.⁴

DO THEY CONTAIN ALLERGENS?

They are plant-based, nut-free, and dairy-free. They contain soy and wheat. If your guests have any questions, send them to faq.impossiblefoods.com/hc/en-us.

ARE THEY VEGAN?

Impossible Crispy Chicken Fillets are 100% animal-free and safe for vegans to eat, but they're really made for people who love eating meat, which is why we don't call them "vegan" or "faux."

CONTACT US

For more information, reach out to your **Impossible Foods** or **Wholesaler sales rep**.

If offering an Impossible® menu item to a vegan customer, be sure to check with the kitchen staff on whether the dish can be prepared without animal products.

1. Based on an April 2025 blind taste test with 103 U.S. animal fried chicken sandwich consumers in Illinois who were open to trying plant-based meat.
2. See nutrition panel for sodium content.
3. 12g of Total fat per serving.
4. Saturated fat per 113g serving: crispy, animal chicken fillet 3g, this product 1.5g.



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