



All about Impossible™ Beef Hot Dogs

Made From Plants

Enjoy our delicious plant-based beef hot dog as you would an animal beef hot dog - served in a bun with ketchup and mustard, or topped with relish, onions, and pickles. As hosts, servers, and managers, your guests might ask you, “Are these really made from plants?” Here’s a training cheat sheet that covers the most common questions:

What are Impossible Beef Hot Dogs?

Impossible Beef Hot Dogs are made from plants and have a meaty, smokey taste like animal beef hot dogs¹! They’re pre-formed for simple back-of-house operations, and give consumers the nostalgic taste of beef hot dogs, made from plants.

Why should I try Impossible Beef Hot Dogs?

- With a savory, smokey, and meaty taste, they’re delicious by themselves, with a bun and toppings, battered and fried in a corn dog, wrapped and baked in a puff pastry, or cooked with other ingredients and sauces
- They’re cooked just like animal hot dogs - you can grill, pan fry, boil, steam, or batter and fry them
- They’re packed with 12g protein per 50g serving, have 50% less saturated fat than a leading animal beef hot dog², and contain 0mg cholesterol.
- They’re convenient - fully cooked, for added convenience and speed in food service
- They are made from plants.

Do they contain allergens?

They contain soy and wheat. If your guests have any questions, send them to

faq.impossiblefoods.com/hc/en-us.

What's in them?

- Wheat Gluten
- Soy Protein Isolate
- Sunflower Oil
- Vitamins and Minerals

Are they vegan?

Impossible Beef Hot Dogs do not contain any animal-derived ingredients, and are made for people who love eating meat — which is why we don’t call them “vegan”/“faux” (even though vegans can eat them). Anyone can enjoy these delicious beef hot dogs made from plants.

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 (other ingredients containing cheese, butter, and eggs would have to be removed for vegans).



1. Based on a blind taste test of 159 hot dog consumers from Deerfield, Illinois in July 2023

2. A leading animal beef hot dog contains 6g protein, 14g of total fat and 6g of saturated fat while Impossible Hot Dogs Made From Plants contain 12g protein, 7g of total fat and 3g of saturated fat per 50g serving

How do they compare to animal-based beef hot dogs nutritionally?

Impossible Beef Hot Dogs have 12g of protein serving (twice as much as a leading animal beef hot dog³), 3g sat fat (50% less than a leading animal beef hot dog³), and 0mg cholesterol per 50g serving.

Nutrition Facts	Amount/serving		% Daily Value*	Amount/serving		% Daily Value*
	Total Fat 7g		9%	Total Carbohydrate 2g		1%
	Saturated Fat 3g		15%	Dietary Fiber 0g		0%
	Trans Fat 0g			Total Sugars <1g		
	Cholesterol 0mg		0%	Includes 0g Added Sugars		0%
Serving size 1 hot dog (50g)	Sodium 460mg		20%	Protein 12g		13%
Calories per serving	120		Vitamin D 0mcg 0% • Calcium 50mg 4% • Iron 1.1mg 6% Potassium 210mg 4% • Thiamin 15% • Riboflavin 10% • Niacin 25% Vitamin B ₆ 10% • Folate 6% • Vitamin B ₁₂ 50% • Pantothenic Acid 4% Zinc 20%			
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.						

Ingredients: Water, Wheat Gluten, Sunflower Oil, Coconut Oil, 2% Or Less Of: Natural Flavors, Salt, Methylcellulose, Spices, Cultured Dextrose, Yeast Extract, Dextrose, Garlic Powder, Dried Vinegar, Amino Acids (L-Lysine, L-Tryptophan), Cherry Powder (to promote color retention), Cultured Celery Powder, Soy Leghemoglobin, Natural Applewood Smoke Flavor, Mixed Tocopherols (Antioxidant), Xanthan Gum, Soy Protein Isolate, Vitamins and Minerals (Zinc Gluconate, Niacin (Vitamin B3), Thiamine Hydrochloride (Vitamin B1), Pyridoxine Hydrochloride (Vitamin B6), Riboflavin (Vitamin B2), Vitamin B12).

Contains: Wheat, Soy

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Impossible™ Beef Hot Dogs FOH Quiz

Take our quiz to test your tender knowledge. Circle the correct answer.

1. How would you describe Impossible Beef Hot Dogs?

- A. Plant-based hot dogs that don't really taste good
- B. Vegan meat that is made for vegans.
- C. Fake meat for people who don't want to eat meat.
- D. Delicious plant-based hot dogs that taste like animal beef hot dogs

2. If your guests have more questions, where can you send them?

- A. Tell them to visit faq.impossiblefoods.com/hc/en-us.
- B. Tell them to email our founder, Pat Brown.
- C. Both answers are correct.

3. The protein in Impossible Beef Hot Dogs mainly comes from what source?

- A. Sunflower Oil
- B. Soy
- C. Wheat
- D. Soy and Wheat Gluten

4. Where does the fat in Impossible Beef Hot Dogs mainly come from?

- A. Beef
- B. Palm Oil
- C. Sunflower Oil
- D. Coconut Oil

5. Compared to animal beef hot dogs, Impossible Beef Hot Dogs are:

- A. Convenient and can be prepared like beef hot dogs
- B. Have twice as much protein as a leading beef hot dog
- C. Contain 0mg cholesterol
- D. All of the above

6. Do Impossible Beef Hot Dogs contain allergens?

- A. Yes, they contain Soy and Wheat.
- B. Yes, they only contain Soy.
- C. No, they are allergen-free.

7. Impossible Beef Hot Dogs contain:

- A. Animal Antibiotics
- B. Cholesterol
- C. Dairy
- D. None of the above

8. How much protein do Impossible Beef Hot Dogs contain per 50g serving?

- A. 0g
- B. 7g
- C. 11g
- D. 12g



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