

# STAFF TRAINING: TALKING ABOUT IMPOSSIBLE™ BURGER

There isn't anything quite like Impossible Burger. And as hosts, servers, and restaurant managers, you'll be sure to get some questions (including "are you sure this is made from plants?").

Here is a little cheat sheet that covers some of the most common ones:

## WHAT IS IMPOSSIBLE BURGER?

It's delicious and made from plants for people who love meat.

## WHY SHOULD I TRY IMPOSSIBLE BURGER?

- It's made from plants.
- It's unbelievably delicious.
- It's made for people who love meat.
- It's Kosher, Halal-certified, and Gluten-Free.
- It's got all the protein and iron that beef does and no animal hormones.
- It's way better for the planet than meat from cows — because it uses a fraction of the land and water, and creates way less greenhouse gas emissions.

## HOW DOES IT TASTE SO GOOD?

The Impossible Burger recipe is a result of five years of researching exactly what makes meat taste like meat. The meaty flavor comes from a combination of natural ingredients, but mainly, it comes from "heme" — a molecule found in all living things that gives meat (and our product) its unmistakably meaty flavor.

## WHAT'S IN IT?

It's primarily made from soy protein, coconut oil, and sunflower oil — with one secret ingredient: heme.

## IS IT VEGAN?

Impossible Burger is made without any ingredients from animal sources, and it's really made for people who love eating meat — which is why we don't call it "vegan" or "faux" (even though vegans can eat it). It's the first plant-based protein that everyone can fall in love with.

[If offering an Impossible Burger menu item to a vegan customer, be sure to check with the kitchen staff on whether the dish can be prepared entirely plant-based. For example, anything containing cheese, butter, and eggs would have to be removed for vegans.]

## DOES IT CONTAIN ALLERGENS?

It's plant-based, nut-free, and dairy-free. It contains soy.

## NUTRITIONALLY, HOW DOES IT COMPARE TO BEEF?

Our product matches the protein levels in beef and is an excellent source of iron. 113 g of our uncooked product has **0 mg cholesterol** with 14 g of total fat, which is 35% less fat than 80/20 ground beef.

المعلومات الغذائية	
80 حصة في كل صندوق	
حجم الحصة	
4 أونصات (113g)	
سعر الحصة الحرارية في كل حصة	
240	
% القيمة اليومية*	
إجمالي الدهون 14g	28%
دهون مشبعة 8g	16%
دهون متحولة 0g	0%
كوليسترول 0مغ	0%
صوديوم 390مغ	16%
إجمالي الكربوهيدرات 9g	3%
الياف الغذائية 3g	11%
إجمالي السكريات < 1g	1%
يحتوي على < 1g سكر مضاف	0%
بروتين 19g	31%
فيتامين د 0ميكروغرام	0%
كالمسيوم 170مغ	15%
حديد 3.8مغ	20%
بوتاسيوم 610مغ	15%
ثيامين 28.24مغ	2350%
ريبوفلافين 0.19مغ	15%
نياسين 8.7مغ	50%
فيتامين ب6 0.35مغ	20%
فولات 80مغ DFE	20%
فيتامين ب12 3.02مغ	130%
فوسفور 180مغ	15%
زنك 5.3مغ	50%

\*نيل نسبة الإغذاء اليومي على المعينات في الحصة الواحدة  
مبنية على نظام غذائي يحتوي على 2000 سعرة حرارية.

المكونات: ماء، مركز بروتين الصويا (معدّل جينياً)، زيت جوز الهند، زيت دوار الشمس، نكهات طبيعية، 2% أو أقل من: بروتين البطاطا، ميثيل سيلولوز، دكستروز مستزج، نشاء غذائي معدّل، مستخلص الخميرة، ليغيموغلوبين الصويا، ملح، عدة أنواع توكوفيرول (مضاد أكسدة)، إيزوليت بروتين الصويا، الفيتامينات والمعادن (غلوكونات الزنك، هيدروكلورايد الثيامين (فيتامين ب1)، نياسين، هيدروكلورايد البيريدوكسين (فيتامين ب6)، ريبوفلافين (فيتامين ب2)، فيتامين ب12).

يحتوي على: الصويا  
قابل للتلف: يحفظ مجمّداً. يذوّب في التلاجة قبل الاستعمال.  
يحفظ في التلاجة لمدة أقصاها 10 أيام. يعتبر مطبوخاً عندما تبلغ الحرارة الداخلية 71 درجة مئوية.

Nutrition Facts	
80 servings per container	
Serving size 4 oz (113g)	
Amount per serving	
<b>Calories 240</b>	
% Daily Value*	
Total Fat 14g	18%
Saturated Fat 8g	40%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 370mg	16%
Total Carbohydrate 9g	3%
Dietary Fiber 3g	11%
Total Sugars <1g	
Includes <1g Added Sugars	1%
<b>Protein 19g</b>	<b>31%</b>
Vitamin D 0mcg	0%
Calcium 170mg	15%
Iron 3.8mg	20%
Potassium 610mg	15%
Thiamin 28.24mg	2350%
Riboflavin 0.19mg	15%
Niacin 8.7mg	50%
Vitamin B6 0.35mg	20%
Folate 80mcg DFE	20%
Vitamin B12 3.02mcg	130%
Phosphorus 180mg	15%
Zinc 5.3mg	50%

\*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, Soy Protein Concentrate (genetically modified), Coconut Oil, Sunflower Oil, Natural Flavors, 2% Or Less Of: Potato Protein, Methylcellulose, Cultured Dextrose, Food Starch Modified, Yeast Extract, Soy Leghemoglobin, Salt, Mixed Tocopherols (Antioxidant), Soy Protein Isolate, Vitamins and Minerals (Zinc Gluconate, Thiamine Hydrochloride (Vitamin B1), Niacin, Pyridoxine Hydrochloride (Vitamin B6), Riboflavin (Vitamin B2), Vitamin B12).

**Contains:** Soy  
Perishable: keep frozen. Thaw in refrigerator before use. Store refrigerated for a maximum of 10 days. Fully cooked when internal temperature is 71°C.

**SERVE IMPOSSIBLE BURGER**



Request a sample from your rep.

Place an order with Bidfood: [Sales.uae@bidfoodme.com](mailto:Sales.uae@bidfoodme.com)

Reach out through [bidfoodme.com](http://bidfoodme.com)