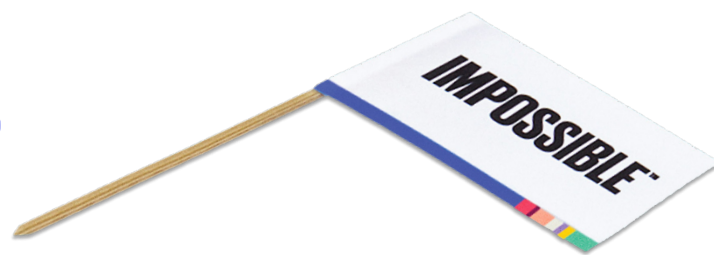


# IMPOSSIBLE FOODS SOCIAL & DIGITAL GUIDELINES

Once you've decided to carry Impossible™ Burger made from plants, it's time to tell the world. Here's how to market Impossible Burger on social + digital, and ultimately, drive traffic to your stores.



## NAMING

**Company:** Impossible Foods (no ™)  
**Product:** Impossible™ Burger (yes ™)

- Our official product name is “Impossible Burger,” NOT “Impossible Meat.” But don't be deceived—you can make much more than burgers with Impossible Burger.
- ™s: Note that you only need to use the ™ in the first reference of Impossible™ Burger on any given material. No need to include after that.

## RETAIL PRODUCT DESCRIPTORS

### DO

...say, “Impossible Burger is meat made from plants for meat lovers.”

...say, “Impossible Burger is made to satisfy your beef cravings, but it's made from plants.”

...say, “It cooks like ground beef and tastes great in all your favorite ground beef recipes—tacos, meatballs, sliders, you name it!”

...say, “Cook it like ground beef” / “Grill it like ground beef” / “Char it like ground beef”

### DON'T

...say, “vegan,” “vegetarian,” “fake meat,” “meatless protein” or “plant-based protein.” Impossible Burger is meat made from plants.

...meat-shame. Meat is delicious, and we're not here to take it away—we're here to make it better. And it starts with taking one or two big, juicy bites.

...speak negatively about other brands. Anyone that's doing their part to positively change the world is part of this movement, and that includes you! We applaud and support other brands who share our mission.

## RETAIL HEALTH CLAIMS

- As much protein as 80/20 ground beef from cows (19 g protein per 4 oz serving)  
Must say “80/20 ground beef”
- 0 mg cholesterol (compared to 80 mg in 80/20 ground beef from cows), 14 g total fat (compared to 23 g), 8 g saturated fat (compared to 9 g)
- No animal hormones or antibiotics
- Good source of iron and dietary fiber

## RETAIL SUSTAINABILITY CLAIMS

Impossible Burger is far better for the planet—it uses 96% less land, 87% less water, and 89% fewer greenhouse gas emissions compared to beef from cows.

## SOCIAL & DIGITAL GUIDELINES

1. Use any of the images from our image library. Make sure you highlight the packaged product so shoppers know what to look for on your shelves, but don't forget to show off all the recipes you can make with Impossible Burger—anything you can make with ground beef, you can make with Impossible Burger.
2. Leverage the almighty hashtag. We have over 100,000 posts using #impossibleburger. The more people who use this hashtag, the more likely people will know you're selling Impossible Burger.  
OUR HANDLES:
  - IG: @Impossible\_Foods
  - FB: @ImpossibleFoods
  - TW: @ImpossibleFoods
  - LI: @Impossible FoodsOUR HASHTAGS:
  - #ImpossibleBurger
  - #ImpossibleFoods
  - #CookImpossible
  - #ImpossibleImpact
3. Talk to us! We love seeing posts from our retail partners. We also love reposting them. Be sure to tag us, so we can make the burger-romance real on social.

# EXAMPLE MESSAGING

## Example Description:

Impossible™ Burger is meat made from plants for meat lovers. It cooks like ground beef and tastes great in all your favorite ground beef recipes—tacos, meatballs, sliders, you name it! Impossible Burger has as much protein as ground beef from cows (19 g per 4 oz serving), but no antibiotics or animal hormones. Plus, Impossible Burger is also way better for the planet—it uses 96% less land, 87% less water, and generates 89% less GHG emissions than beef from a cow. Nice!

## Example Social Posts:



Anything you make with ground beef can be made with Impossible™ Burger. Your meatiest recipes, now made from plants. #CookImpossible



Meat made from plants for meat lovers. Impossible™ Burger is now on shelves  
#CookImpossible



Easy (and delicious). New #ImpossiblePatties are now available on shelves. #CookImpossible



It's time to cook up something amazing. Impossible™ Burger: now on shelves!  
#CookImpossible



It's time to cook up something amazing. Impossible™ Burger: now on shelves!  
#CookImpossible