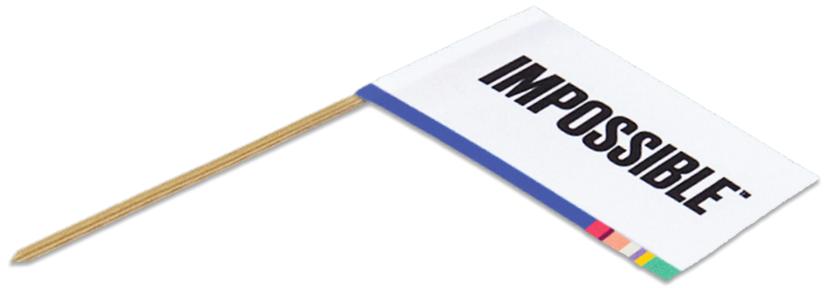


IMPOSSIBLE™ FOODS MENU GUIDELINES



MENU LANGUAGE

Impossible™ may be plant-based, but it's made for people who love meat. Here's how to promote it on your menu so your customers know what it is and why they should order it.

- **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™ Burger" than a "vegan," "veggie", or even "plant-based burger".
- **In addition to offering a specific Impossible menu item, allow your customers to "make it Impossible™".** Impossible meat tastes great in any ground beef dish. Letting customers sub Impossible for ground beef can help more people enjoy more of your menu.
- **Don't call it "fake" or "faux."** Those words can turn customers off. We recommend saying "plant-based": it sounds tastier, and it's how consumers are talking about it now.
- **Avoid describing it as a "vegan" or "vegetarian" option.** We've found that most people who buy Impossible are meat eaters. We recommend saying "plant-based" 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:

- **Please "™" the first and most prominent mention of Impossible, usually in the dish name** — as in, "Impossible™ Burger".
- **Please simply use the term "plant-based" rather than "100% plant-based" or "entirely plant-based."** Our heme doesn't only come from plants (we produce it with yeast through fermentation).
- **Avoid using "all natural."** This is a highly litigated term that requires too much subjective interpretation.

EXAMPLES FOR MENU DESCRIPTIONS

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

- The Impossible™ Taco features delicious plant-based meat and is made for meat lovers.
- The Impossible™ Burger is a delicious burger made from plants for people who love meat.
- The Impossible™ Burger has all the flavor and protein of a beef burger, but it's made from plants, so the patty itself has zero cholesterol (with 14g total fat per 4oz serving).
- The Impossible™ Burger is a delicious, meaty burger made from plants for people who love meat. No compromises.
- The Impossible™ Burger is for meat lovers, but it's made from plants.
- The Impossible™ Burger is a delicious plant-based burger topped with XX, YY, and ZZ.
- The Impossible™ Burger features a delicious plant-based patty, XX, YY, and ZZ.

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 hello@impossiblefoods.com. We're here for you every step of the way.