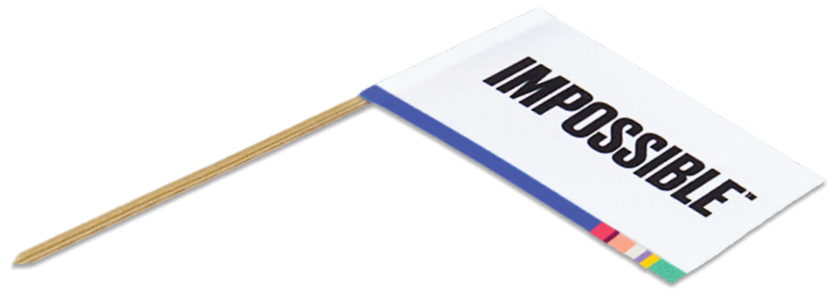


IMPOSSIBLE FOODS MENU GUIDELINES



MENU LANGUAGE

Impossible™ products are delicious meat made from plants for people who love meat. Here are best practices to position and promote these products on your menu so your customers know what it is and why they should order it.

- ✓ **DO** **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™ Menu Item" than a "plant-based" one.
- ✓ **DO** **Offer a specific Impossible™ build on the menu for greatest success.** It's best to start with your best-selling beef or sausage item.
- ✓ **DO** **In addition to an Impossible build, offer Impossible™ meat as a tasty option in any dish.** Letting customers sub Impossible products for ground beef or sausage can help more people experience and enjoy more of your menu.
- ✗ **DON'T** **call it "fake" or "faux" or "meat substitute."** Those words can turn customers off. We recommend saying "delicious meat or sausage made from plants for meat lovers". It sounds tastier and will sell better.
- ✗ **DON'T** **describe it as a "vegan" or "vegetarian" option.** We've found most people who buy Impossible products are meat eaters. We recommend saying "delicious meat or sausage made from plants for meat lovers" 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:

- ✓ **DO** **"TM" the first and most prominent mention of Impossible™ product or menu item, usually in the dish name** — as in, "Impossible™ Burger" or "Impossible™ Sausage Made From Plants". Once you have used the ™ once for that product, you don't have to keep using it in the same asset. If introducing another product in the copy use the ™ again.
- ✓ **DO** **Add to the fine print:** "Impossible™ is a registered trademark of Impossible Foods Inc. ; used under license."
- ✗ **DON'T** **use the brand Impossible descriptively.** For example, don't use phrases like: "do the Impossible", "mission Impossible", "enjoy Impossible".
- ✗ **DON'T** **use "Impossible" without referring to a product or service.** For example, don't use "choose Impossible" or "cook Impossible".
- ✗ **DON'T** **use "all natural."** This is a highly litigated term that requires too much subjective interpretation.

EXAMPLES OF MENU DESCRIPTIONS

Be sure to round out the menu descriptions with the other hero ingredients that complete the build
Here are some ideas on how to describe your Impossible™ menu items:

- Impossible™ Taco features delicious meat made from plants for meat lovers.
- Impossible™ Meatball is a delicious meatball made from plants for people who love meat.
- Impossible™ Burger has all the flavor you love and the protein of a beef burger, but it's made from plants.
- Impossible™ Burger is a delicious, meaty burger made from plants for people who love meat.
- Impossible™ Pizza is for meat lovers, but it's made from plants.
- Impossible™ Breakfast Sandwich features delicious Impossible™ Sausage Made From Plants for meat lovers.
- Breakfast Burrito with crave-worthy Impossible™ Sausage Made from Plants has the same amount of protein as conventional sausage.
- Biscuits and Gravy with Impossible™ Sausage Made from Plants is for sausage lovers.

And that's a wrap. If you'd like additional help on how to menu your Impossible menu item, don't hesitate to reach out to us at www.impossiblefoods.com/contactus. We're here for you every step of the way.

Remember to visit www.impossiblefoods.com/foodservice to get valuable in store marketing materials and so much more!