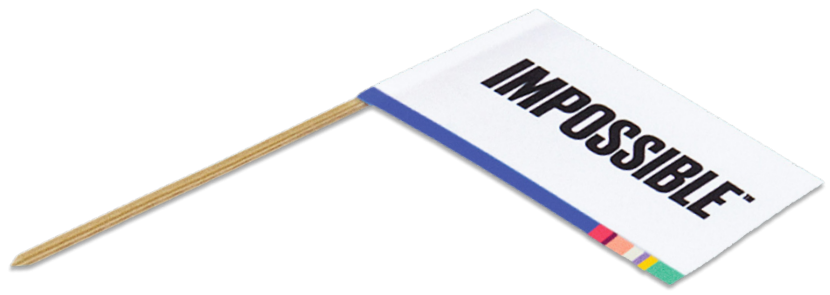


IMPOSSIBLE™ FOODS MENU GUIDELINES



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.

- **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 “vegan,” “veggie”, or even “plant-based” one.
- **For the greatest success, offer a specific Impossible™ build on the menu.** It’s best to start with your best-selling beef or sausage item.
- **Impossible™ meat tastes great in any dish.** Letting customers sub Impossible™ 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.
- **Avoid describing 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:

- **Please “TM” the first and most prominent mention of Impossible™, usually in the dish name** — as in, “Impossible™ Burger” or “Impossible™ Breakfast Sausage Sandwich”.
- **Avoid using “all natural.”** This is a highly litigated term that requires too much subjective interpretation.

EXAMPLES OF MENU DESCRIPTIONS

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

- 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. No compromises.
- Impossible™ Pizza is for meat lovers, but it’s made from plants.
- Impossible™ Sausage Breakfast Sandwich features delicious sausage made from plants for meat lovers.
- Impossible™ Sausage Breakfast Burrito has the flavor you love and the protein of pork sausage, but it’s made from plants.
- Biscuits and Gravy with Impossible™ Sausage is for sausage lovers, but it’s made from plants.
- Be sure to round out the menu descriptions with the other hero ingredients that complete the build

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 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!