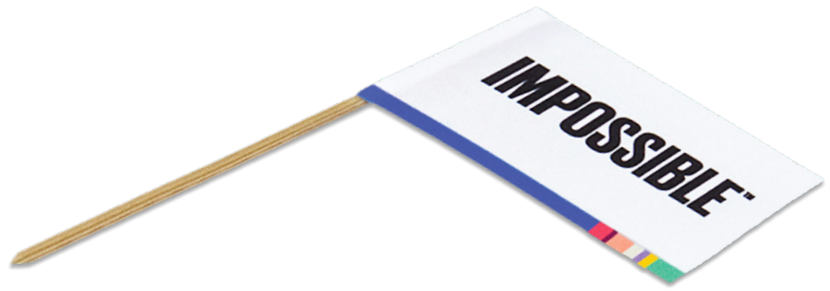


# IMPOSSIBLE™ FOODS MENU GUIDELINES



## 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](mailto:hello@impossiblefoods.com). We're here for you every step of the way.