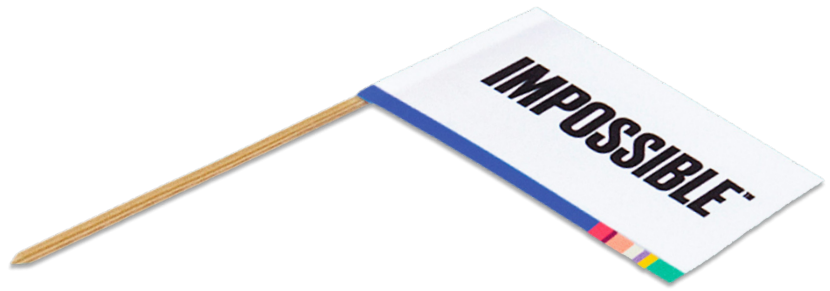


IMPOSSIBLE FOODS MENU GUIDELINES



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 “veggie,” or even “plant-based” one.
- ✓ **DO** **Offer a specific Impossible™ build on the menu for greatest success:**
It’s best to start with your best-selling meat dishes.
- ✓ **DO** **In addition to an Impossible build, offer Impossible™ meat as a tasty option in any dish.**
Letting customers sub Impossible products instead of animal proteins on your menu 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 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 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** **Please “TM” the first and most prominent mention of Impossible™, usually in the dish name —** as in, **“Impossible™ Burger.”** 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 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.

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 ImpossibleFoods.com/ContactUs. We’re here for you every step of the way.

Remember to visit ImpossibleFoods.com/Foodservice to get valuable in store marketing materials and so much more!