

THE TRUTH IS,
IF YOU KNOW
HOW TO COOK
GROUND BEEF
FROM COWS,

YOU KNOW
HOW TO
COOK THE
IMPOSSIBLE™
PRODUCT.

WE BOTH
KNOW YOU
DON'T NEED
THIS GUIDE.



If you ever need inspiration, check out the [Impossible Culinary Video](#)

IMPOSSIBLE™

WELCOME TO IMPOSSIBLE FOODS

BURGER ON A MISSION

We're transforming the global food system by turning plants into delicious, nutritious, sustainable ingredients. Compared to beef from cows, Impossible product has a tiny carbon footprint:



**96% LESS
LAND**



**87% LESS
WATER**



**89% LESS
EMISSIONS**

INGREDIENTS

Impossible product is made from simple things you know plus a magic ingredient you may not have heard of....heme. It's a basic building block of life on Earth and it's what makes Impossible product cook and taste so delicious.

Ingredients: Water, Soy Protein Concentrate, Coconut Oil, Sunflower Oil, Potato Protein, Methylcellulose, Soy Leghemoglobin, Glutamates, Natural Flavours, Sugars (Cultured Dextrose), Salt, Modified Plant Starch, Yeast Extract, Mixed Tocopherols (Antioxidant), Soy Protein Isolate, Thiamine Hydrochloride (Flavour), L-Tryptophan, Zinc Gluconate, Niacin (Vitamin B3), Ferric Phosphate, Pyridoxine Hydrochloride (Vitamin B6), Calcium Pantothenate (Vitamin B5), Riboflavin (Vitamin B2), and Vitamin B12

Contains: Soy



Nutrition Facts Valeur nutritive

Per 1 burger (113 g)
pour 1 burger (113 g)

Calories 240	% Daily Value* % valeur quotidienne*
Fat / Lipides 14 g	19 %
Saturated / saturés 8 g	40 %
+ Trans / trans 0 g	
Carbohydrate / Glucides 9 g	
Fibre / Fibres 3 g	11 %
Sugars / Sucres 1 g	1 %
Protein / Protéines 19 g	
Cholesterol / Cholestérol 0 mg	0 %
Sodium 370 mg	16 %
Potassium 600 mg	13 %
Calcium 175 mg	13 %
Iron / Fer 5 mg	28 %
Riboflavin / Riboflavine 0.2 mg	15 %
Niacin / Niacine 9 mg	56 %
Vitamin B ₆ / Vitamine B ₆ 0.4 mg	24 %
Folate 110 µg DFE / ÉFA	28 %
Vitamin B ₁₂ / Vitamine B ₁₂ 3 µg	125 %
Pantothenate / Pantothénate 1 mg	20 %
Phosphorus / Phosphore 175 mg	14 %
Zinc 5.5 mg	50 %

*5% or less is **a little**, 15% or more is **a lot**

*5% ou moins c'est **peu**, 15% ou plus c'est **beaucoup**

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PREPARE THE IMPOSSIBLE™ PRODUCT

FOOD SAFETY & SANITATION

Treat Impossible product like any other protein and follow the food safety guidelines of your restaurant. You already know this, but we had to say it.

FREEZING & DEFROSTING

Impossible product defrosts a little slower than conventional beef. Simply place in the refrigerator for about 24 hours before you intend to use it. We do not recommend thawing Impossible product by immersing in water. Do not thaw and refreeze.

GENERAL

Working with Impossible product from a cold, refrigerated state is highly recommended for best performance.

Like beef, chefs may choose to serve Impossible product at various degrees of doneness and it should be handled with the same caution. Chefs and FOH Staff should inform consumers of the risks of consuming raw or undercooked foods as directed by local health departments. Impossible product is fully cooked when internal temperature is 71°C.

SHELF LIFE & RECOMMENDED STORAGE

Impossible product is perishable and should be kept frozen or refrigerated.

Stored thawed Impossible product in a refrigerator for a maximum of 10 days unopened or 3 days opened.

We recommend storage of open packages in airtight containers to reduce exposure to oxygen.



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COOK WITH IMPOSSIBLE™ PRODUCT

Impossible product can be cooked on a variety of surfaces, including flat top griddles, open flame grills and sauté pans. For burgers, gently place Impossible patties on a pre-heated surface and cook for 2-3 minutes per side or until a slight sear has formed. Cook to desired internal temperature and serve.

THE IDEAL CRUST

Searing greatly improves flavor and texture. Just like regular beef, at high temperatures, you can over-char or overcook it. Impossible product performs best when cooked to medium and slightly browned.

DONENESS

There are multiple ways to assess the doneness for burgers made with Impossible product. We found the typical “touch test” works great to assess firmness, as well as using color to gauge the desired doneness of the burger.

SAUTÉING

Preheat a pan, then crumble Impossible product and let it cook undisturbed until it starts to brown. Add seasoning of your choice, stir and cook for an additional few minutes until cooked through or until desired doneness. Serve and enjoy!

BAKING & ROASTING

You can bake or roast Impossible product in an oven the same way you would ground beef.

We suggest oven temperatures between 177 °C and 190 °C. A few of our favorite recipes include meatballs, lasagna and meatloaf.

FILLINGS

Impossible product can be used in dishes like ravioli, dumplings and pastries exactly as you would use ground beef from cows.

BRAISING

Impossible product can also be braised to infuse your desired flavors and typically does not take as long to braise as conventional beef. We recommend browning the product in the pan before adding the liquid.

SOUPS & SAUCES

For your favorite soup and sauce recipes, we recommend browning the product in the pan before adding any liquid, just as you would with ground beef. Because Impossible product does not release as much water during cooking, there is no need to drain excess liquid after browning.

IMPOSSIBLE™

DELICIOUSLY VERSATILE IN SO MANY WAYS



Impossible™ Chili Cheese Fries



Impossible™ Meatballs



Impossible™ Moussaka



Impossible™ Tacos

For even more ideas, visit ImpossibleFoods.ca/FoodService
or contact ImpossibleFoods.ca/ContactUs

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