

STAFF TRAINING: TALKING ABOUT IMPOSSIBLE™ BURGER

There isn't anything quite like Impossible Burger. And as hosts, servers, and restaurant managers, you'll be sure to get some questions (including "are you sure this is made from plants?").

Here is a little cheat sheet that covers some of the most common ones:

WHAT IS IMPOSSIBLE BURGER?

It's delicious and made from plants for people who love meat.

WHY SHOULD I TRY IMPOSSIBLE BURGER?

- It's made from plants.
- It's unbelievably delicious.
- It's made for people who love meat.
- It's Kosher, Halal-certified, and Gluten-Free.
- It's got all the protein and iron that beef does and no animal hormones.
- It's way better for the planet than meat from cows — because it uses a fraction of the land and water, and creates way less greenhouse gas emissions.

HOW DOES IT TASTE SO GOOD?

The Impossible Burger recipe is a result of five years of researching exactly what makes meat taste like meat. The meaty flavor comes from a combination of natural ingredients, but mainly, it comes from "heme" — a molecule found in all living things that gives meat (and our product) its unmistakably meaty flavor.

WHAT'S IN IT?

It's primarily made from soy protein, coconut oil, and sunflower oil — with one secret ingredient: heme.

IS IT VEGAN?

Impossible Burger is made without any ingredients from animal sources, and it's really made for people who love eating meat — which is why we don't call it "vegan" or "faux" (even though vegans can eat it). It's the first plant-based protein that everyone can fall in love with.

[If offering an Impossible Burger menu item to a vegan customer, be sure to check with the kitchen staff on whether the dish can be prepared entirely plant-based. For example, anything containing cheese, butter, and eggs would have to be removed for vegans.]



DOES IT CONTAIN ALLERGENS?

It's plant-based, nut-free, and dairy-free. It contains soy.

NUTRITIONALLY, HOW DOES IT COMPARE TO BEEF?

Our product matches the protein levels in beef and is an excellent source of iron. 113g of our uncooked product has **0 mg cholesterol** with 14g of total fat, which is 35% less fat than 80/20 ground beef.

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	

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.

If your guests ever have questions you can't answer, just send them over to: ImpossibleFoods.ca/FAQ

Have more questions?

Reach out anytime to:

ImpossibleFoods.ca/ContactUs
ImpossibleFoods.ca/FoodService