

IMPOSSIBLE™

BEEF MINCE MADE FROM PLANTS

- ✓ BOOST TRAFFIC
- ✓ ATTRACT NEW CUSTOMERS
- ✓ IMPROVE SAME STORE SALES

MEAT ON A MISSION

People love meat. After all, it's delicious and they want to keep eating it. But they also love the planet, and are looking for a better way to enjoy their favorite foods. So we made our cult-classic Impossible™ Beef From Plants. It's a 1:1 substitute for beef mince in any dish and is better for the planet.

ANY WAY YOU WANT IT

Spiced, sauced, braised, grilled, you name it — if you know how to cook beef mince, you know how to cook Impossible Beef.

THE IMPOSSIBLE FOODS DIFFERENCE

Delicious, mouthwatering meat with the sizzle and taste you love — made from plants. It's packed with 18.9g of protein per 113g serving and is a good source of iron and fibre — but contains no animal hormones or antibiotics.



MADE FOR
MEAT
LOVERS

MEAT MADE FROM PLANTS

At Impossible Foods, we believe that delicious meat doesn't have to come from animals. In 2011, we cracked the code on what makes meat taste like meat — using plants, vitamins, nutrients and our rockstar ingredient heme. Since then, our products have won awards, industry acclaim and a cult-like following. That's meat on a mission.

GOOD FOR YOUR BUSINESS

We have a track record of creating strong business results for our partners. Putting Impossible™ products on your menu can boost your sales revenue, brand perception and foot traffic:

55%
26%

more sales than a leading competitor per restaurant location¹

YoY sales, indicating new customer growth²

30%
125%

increase in new product trial rate³

of sales goals achieved at launch⁴

1. NPJ Supply Track, September 2021 2. Gott's Roadside data 3. Jamba data 4. 85°C Bakery Cafe data

PACKED WITH NUTRIENTS

A 4 oz serving of Impossible Beef has:

- 18.9g of Protein
- 35% less total fat and 40% less saturated fat than 82% meat/18% fat animal beef mince¹
- Good source of dietary fiber
- Gluten free, Kosher, Halal Certified
- No animal hormones or antibiotics

1 : 1 SUBSTITUTE FOR BEEF MINCE IN ANY RECIPE

Impossible Beef cooks² & handles³ like beef mince from cows so you can add it in popular menu items like tacos, burger, lasagna, dumplings, soups -- the possibilities are endless. Impossible Beef also provides up to 28% more yield than animal beef mince⁴, so you get more bang for your buck!



1. Australia animal beef mince contains 18g total fat and 9g saturated fat while Impossible Beef Mince Made From Plants contains 12.8g total fat and 5.9g saturated fat per 113g serving. 2. 87% of surveyed participants reported that cooking Impossible™ Burger was about the same or easier than beef mince. (Los Angeles, California, HUT 2021, n=109 beef-eating consumers) 3. 84% of surveyed participants reported that forming and handling of Impossible™ Burger was as easy or easier than beef mince (Los Angeles, California, HUT 2021, n=109 beef-eating consumers) 4. Based on internal and manufacturing site testing, 2021

Nutrition Information, 2.3 kg Brick

NUTRITION INFORMATION			
Servings per package: 20			
Serving size: 113 g			
	Average Quantity per Serving	% Daily Intake* (per serving)	Average Quantity per 100g
Energy	953 kJ (228 kcal)	11%	843 kJ (202 kcal)
Protein	18.8 g	38%	16.7 g
Fat, total	12.8 g	18%	11.4 g
-saturated	5.9 g	25%	5.2 g
Carbohydrate	9.2 g	3%	8.2 g
-sugars	0.7 g	1%	0.6 g
Dietary fibre	5.4 g	18%	4.8 g
Sodium	367 mg	16%	325 mg
Potassium	668 mg		591 mg
		% RDI (per serving) [†]	
Calcium	175.3 mg	22%	155.1 mg
Iron	4.0 mg	30%	3.5 mg
Thiamin (Vitamin B1)	0.18 mg	15%	0.16 mg
Riboflavin (Vitamin B2)	0.18 mg	12%	0.16 mg
Niacin	5.7 mg	50%	5.0 mg
Vitamin B6	0.34 mg	19%	0.3 mg
Vitamin B12	2.3 µg	100%	2.0 µg
Phosphorus	193.1 mg	19%	170.9 mg
Zinc	5.0 mg	35%	4.4 mg

*Percentage of daily intakes are based on an average adult diet of 8700 kJ
[†]Percentage recommended dietary intake (AU/NZ)

Ingredients:

Ingredients: Water, Soy Protein Concentrate, Sunflower Oil, Coconut Oil, Thickener (461), Flavour Enhancer (Glutamic Acid), Cultured Dextrose, Modified Starch (1412 and/or 1442), Yeast Extract, Dextrose, Natural Flavours, Soy Leghemoglobin (genetically modified), Salt, Antioxidant (307b), Soy Protein Isolate, Vitamins and Minerals (Zinc Gluconate, Niacin (Vitamin B3), Thiamine Hydrochloride (Vitamin B1), Pyridoxine Hydrochloride (Vitamin B6), Riboflavin (Vitamin B2), Vitamin B12).

Contains: Soy

SERVE IMPOSSIBLE BEEF

Request a sample from your rep.

Place an order with your distributor.

Reach out through

ImpossibleFoods.com/Sell-Impossible

We're here to help.

Whether it's training, guidelines, or marketing materials — our team has you covered. To see what resources and support we offer, check out ImpossibleFoods.com/Foodservice

