



RESTAURANT GUIDELINES FOR COOKING AND SERVING IMPOSSIBLE™ INDULGENT BURGER PATTIES MEAT FROM PLANTS

HOW TO COOK IMPOSSIBLE INDULGENT BURGER PATTIES

If you know how to make burgers from ground beef patties, you already know how to cook Impossible Indulgent Burger Patties.

SHELF LIFE AND STORAGE

- Impossible Indulgent Burger Patties are perishable and should be kept frozen or refrigerated.
- Stored thawed in a refrigerator for a maximum of 14 days.
- We recommend storage of open packages in airtight containers to reduce exposure to oxygen.
- Shelf Life: 14 days refrigerated, 450 days frozen.

FREEZING AND DEFROSTING

Impossible Indulgent Burger Patties defrost 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 Beef by immersing in water. Do not thaw and refreeze.

GENERAL HANDLING

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

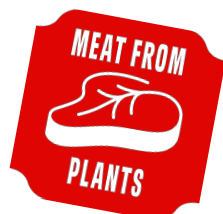
COOKING INSTRUCTIONS

Preheat pan or grill to medium high, then cook for about 2-3 minutes per side to desired doneness. Fully cooked when internal temperature of 160°F. Natural color variations may occur.

WHAT ARE THE KEY INGREDIENTS IN IMPOSSIBLE BEEF?

See information panel for full ingredient list

- Soy Protein Concentrate
- Coconut Oil
- Heme



HOW TO TALK ABOUT IMPOSSIBLE INDULGENT BURGER PATTIES

Here's a training cheat sheet that covers the most common questions:

WHAT ARE IMPOSSIBLE INDULGENT BURGER PATTIES?

It's our thicker, beefier, and juicier burger patty, made from plants, for meat lovers.¹

HOW DOES IT TASTE SO GOOD?

The meaty flavor comes from a combination of carefully selected ingredients, but mainly, it comes from "Heme" — a molecule found in all living things that gives meat (and our product) its unmistakably meaty flavor.

WHY SHOULD I TRY IT?

- **Delicious:** 82% of tasters felt that Impossible Indulgent Burger Patties tastes as good as or better than ground beef from cows.¹
- **Better for the planet:** Impossible Indulgent Burger Patties use **less land, less water, and generates less GHG emissions** than ground beef from cows.²
- **Nutrition:** Our product matches the protein levels in beef and is an excellent source of iron. 151 g of our uncooked product has 0mg cholesterol (27 g total fat and 17 g saturated fat), and 40% less sat fat than USDA 70/30 ground beef from cows.³

DOES IT CONTAIN ALLERGENS?

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

IS IT VEGAN?

Impossible Indulgent Burger Patties are 100% animal-free and safe for vegans to eat, but they're really made for people who love eating meat — which is why we don't call them "vegan" or "faux."

CONTACT US

For more information, reach out to your **Impossible Foods** or **Wholesaler sales rep.**

If offering an Impossible™ menu item to a vegan customer, be sure to check with the kitchen staff on whether the dish can be prepared without animal products.

1. Based on a blind taste test of 205 premium ground beef consumers from the greater Chicago Area in February 2023.
2. Impossible Foods Life Cycle Assessment of Impossible Burger, Amendment for Impossible Beef and Impossible Meatballs, ISO compliant; WSP, 2022.
3. USDA 70/30 animal ground beef has 45 grams of total fat while Impossible Indulgent Burger Patties Made From Plants have 27 grams of total fat per 151g serving (1 patty).

