



# ALL ABOUT IMPOSSIBLE™ PORK MADE FROM PLANTS

Impossible Pork sizzles and cooks like ground pork from pigs, but it's made from plants. As hosts, servers, and restaurant managers, you might get some questions from guests like, "Are you sure this meat comes from plants?" Here's a training cheat sheet that covers some of the most common questions:

## WHAT IS IMPOSSIBLE PORK?

Impossible Pork is meaty meat made from plants, not pigs. Preferred to animal pork for taste, appearance, flavor and texture,<sup>1</sup> you've gotta taste it to believe it!

## WHY SHOULD I TRY IMPOSSIBLE PORK?

- It's delicious, versatile and impactful!
- It packs a whopping 18g of protein per 4oz.
- It has 37% fewer calories, 59% less total fat, 36% less saturated fat than animal ground pork<sup>2</sup>.
- It's made from plants, not pigs and is perfect for people who love meat.
- It's easy to add to the menu because it sizzles and cooks like ground pork.
- It's way better for the planet! Impossible Pork uses ~81% less water, generates ~77% less greenhouse gas emissions and uses ~66% less land than pork from a pig.

## WHAT MAKES IT TASTE SO GOOD?

Impossible Foods used revolutionary techniques to find out what makes pork taste like pork. A proprietary blend of plant-based ingredients along with heme—a molecule found in all living things—gives Impossible Pork its meaty and delicious flavor.

## WHAT'S IN IT?

It's primarily made from soy protein, coconut oil, sunflower oil, and natural flavors - with one special ingredient: heme.

## IS IMPOSSIBLE PORK VEGAN?

Impossible Pork is made without any ingredients from animal sources, and are really made for people who love eating meat — which is why we don't call them "vegan" or "faux" (even though vegans can eat them). They are craveable nuggets made from plants everyone can fall in love with.

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 (other ingredients containing cheese, butter, and eggs would have to be removed for vegans).



## DOES IMPOSSIBLE PORK CONTAIN ALLERGENS?

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

## HOW DOES IT COMPARE TO ANIMAL-BASED PORK NUTRITIONALLY?

It packs a whopping of 18g protein per serving. 70/30 ground pork from pigs has 17g protein per serving. It has 37% fewer calories, 59% less total fat, 36% less saturated fat than animal ground pork<sup>2</sup>. It has 0mg cholesterol. It has no animal hormones or antibiotics.

If your guests ever have questions you can't answer, send them to: [impossiblefoods.com](https://impossiblefoods.com)



# Nutrition Facts

9 servings per container

**Serv. size** 4 oz (113g)

**Amount per serving**

**Calories** 220

**% Daily Value\***

**Total Fat** 13g 17%

Sat. Fat 7g 35%

*Trans Fat* 0g

**Cholest.** 0mg 0%

**Sodium** 290mg 13%

**Total Carb.** 9g 3%

Fiber 4g 14%

Total Sugars <1g

Incl. <1g Added Sugars 2%

**Protein** 18g 35%

Vit. D 0mcg 0% • Calcium 210mg 15%

Iron 2.7mg 15% • Potas. 660mg 15%

Thiamin 120% • Riboflavin 30%

Niacin 50% • Vit. B<sub>6</sub> 35%

Folate 30% • Vit. B<sub>12</sub> 190%

Phosphorus 15% • Zinc 40%

\*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

**Ingredients:** Water, Soy Protein Concentrate, Coconut Oil, Sunflower Oil, 2% Or Less Of: Natural Flavors, Methylcellulose, Cultured Dextrose, Food Starch Modified, Dextrose, Salt, Soy Leghemoglobin, Mixed Tocopherols (Antioxidant), Soy Protein Isolate, L-Tryptophan

### Vitamins and Minerals:

Zinc Gluconate, Thiamine Hydrochloride (Vitamin B1), Niacin, Pyridoxine Hydrochloride (Vitamin B6), Riboflavin (Vitamin B2), Vitamin B12

**Contains:** Soy



Highly Confidential: Do Not Distribute.

1. Based on a blind taste test of 205 consumers in Hong Kong in April 2021. 2. USDA 70/30 Ground Pork contains 350 calories, 32 g of total fat, 11 g of saturated fat, and 85 mg of cholesterol while Impossible Pork contains 220 calories, 13 g of total fat, 7 g of saturated fat, and 0 mg of cholesterol per 4 oz (113 g) serving.



# IMPOSSIBLE™ PORK MADE FROM PLANTS FOH QUIZ

Take our quiz to test your meaty smarts. Circle the correct answer.

## 1. HOW WOULD YOU DESCRIBE IMPOSSIBLE PORK?

- A. Fake meat for people who don't want to eat meat.
- B. Vegan meat that is made for vegans.
- C. Delicious meat made from plants, not pigs, for people who love meat.
- D. Healthy meat that really doesn't taste that good.

## 2. THE PROTEIN IN IMPOSSIBLE PORK COMES FROM WHAT SOURCE?

- A. Coconut
- B. Soy
- C. Sunflower

## 3. WHERE DOES THE FAT IN IMPOSSIBLE PORK COME FROM?

- A. Pork and plants
- B. Coconut oil and sunflower oil
- C. Canola oil and palm oil
- D. Yogurt and mayonnaise

## 4. WHAT IS THE INGREDIENT THAT GIVES IMPOSSIBLE PORK

### IT'S MEATY FLAVOR?

- A. Heme
- B. Pork
- C. Soy
- D. Beans

## 5. IMPOSSIBLE PORK IS PREFERRED TO GROUND PORK FROM

### PIGS ON:

- A. Taste
- B. Appearance
- C. Flavor & Texture
- D. All of the Above

## 6. IMPOSSIBLE PORK IS "LAB MEAT."

- A. True

- B. False

## 7. HOW WOULD YOU DESCRIBE IMPOSSIBLE PORK?

- A. Delicious
- B. Packed with nutrients
- C. Sustainable
- D. All of the above

## 8. WHICH SUSTAINABILITY FACT ABOUT IMPOSSIBLE PORK IS TRUE?

- A. Impossible Pork requires as much water as animal pork to produce.
- B. Eating Impossible Pork instead of pork from pigs does not make an impact on the planet.
- C. Impossible Pork requires less water and land area to produce than pork from pigs.
- D. Producing Impossible Pork creates more greenhouse gas emissions than producing pork from pigs.

## 9. IMPOSSIBLE PORK CONTAINS:

- A. Animal hormones
- B. Antibiotics
- C. Dairy
- D. None of the above

## 10. IMPOSSIBLE PORK COOKS AND TASTES LIKE PORK FROM PIGS, BUT IT'S MADE FROM PLANTS.

- A. True
- B. False

## 11. IN COMPARISON TO USDA 70/30 GROUND PORK FROM PIGS, IMPOSSIBLE PORK HAS:

- A. 0 mg cholesterol
- B. 37% fewer calories
- C. 59% less total fat
- D. All of the above

## 12. IF YOUR GUESTS HAVE MORE QUESTIONS, WHAT CAN YOU DO?

- A. Tell them to visit [ImpossibleFoods.com](https://ImpossibleFoods.com).
- B. Give them an Impossible consumer information handout.
- C. Both answers are correct.



# IMPOSSIBLE™

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