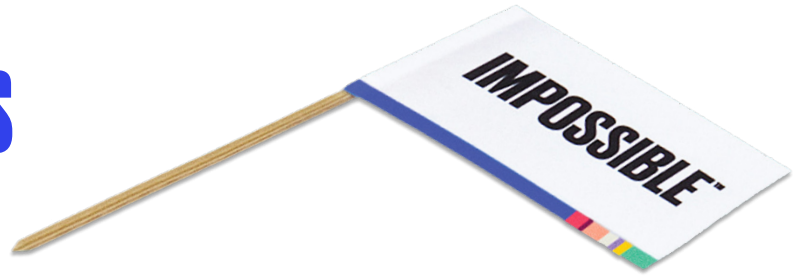


IMPOSSIBLE FOODS E-COMMERCE GUIDELINES



MERCHANDISING

Impossible™ Burger should be merchandised in the meat section. It can be cross-merchandised in the plant-based foods section as well. It's best for your business, and our brand.

Here's why:

- A [study](#) led by Kroger and the Plant-Based Foods Association found that merchandising plant-based meat next to animal-based meat increased plant-based meat sales by 32%.
- 93% of Impossible Foods shoppers also buy beef from cows.¹
- 89% of Impossible consumers also eat meat at least once a week.²

PRODUCT NAME

Impossible Burger Made from Plants, 12 oz Pack



PRODUCT DETAILS

Impossible Burger is made from plants to satisfy your beef cravings. It cooks like ground beef and tastes great in all your favorite ground beef recipes—tacos, meatballs, sliders, you name it! Because it's made from plants, a 4 oz serving of Impossible Burger has:

- 19 g protein (same as 80/20 ground beef from cows!)*
- 0 mg cholesterol (compared to 80 mg)*
- 14 g total fat (compared to 23 g)*
- 8 g saturated fat (compared to 9 g)*
- No antibiotics
- No animal hormones
- Plus, Impossible Burger is a good source of iron and dietary fiber!

Impossible Burger is also way better for the planet and uses 96% less land, 87% less water, and generates 89% less GHG emissions than beef from a cow. For recipes, cooking tips, and more, visit ImpossibleFoods.com/recipes.

PRODUCT NAME

Impossible Burger Patties Made from Plants, 8 oz Pack



PRODUCT DETAILS

Impossible Burger is made from plants to satisfy your beef cravings, now in a convenient patty form. Optimized for the home cook, the patties are designed for extra juiciness, convenient handling and easy cooking experience—just preheat the grill or pan, season and cook to taste. Because it's made from plants, a 1/4 lb Impossible Burger Patty has:

- 19 g protein (same as 80/20 ground beef from cows!)*
- 0 mg cholesterol (compared to 80 mg)*
- 14 g total fat (compared to 23 g)*
- 8 g saturated fat (compared to 9 g)*
- No antibiotics
- No animal hormones
- Plus, Impossible Burger is a good source of iron and dietary fiber!

Impossible Burger is also way better for the planet and uses 96% less land, 87% less water, and generates 89% less GHG emissions than beef from a cow. For recipes, cooking tips, and more, visit ImpossibleFoods.com/recipes.

¹ L12W ending 10/02/2020 ² Impossible Foods Brand Tracker Sep 2020 *Compared to a 4 oz serving of 80/20 ground beef from cows