

# IMPOSSIBLE™ BURGER FOH QUIZ

Circle your answer choice and test your meaty smarts with our Impossible Burger quiz.

## 1. HOW WOULD YOU DESCRIBE IMPOSSIBLE BURGER?

- A. Made from plants for people who love and crave meat.
- B. Vegan meat that is made to save animals.
- C. Fake meat for people who don't want to eat meat.
- D. Healthy meat for those who are watching what they eat.

## 2. THE PROTEIN IN IMPOSSIBLE BURGER COMES FROM WHAT SOURCES?

- A. Coconut and beans
- B. Soy and potatoes
- C. Potatoes and oats
- D. Heme and vegetables

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

- A. Cows and plants
- B. Canola oil and palm oil
- C. Coconut oil and sunflower oil
- D. Greek yogurt and butter

## 4. WHAT IS THE INGREDIENT THAT GIVES IMPOSSIBLE BURGER ITS MEATY FLAVOR?

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

## 5. IN COMPARISON TO BEEF, IMPOSSIBLE BURGER IS?

- A. Much healthier than beef from a cow
- B. Much fattier than beef from a cow
- C. Nutritionally similar to beef from a cow
- D. Higher in calories

## 6. YOU ARE ONLY ABLE TO MAKE BURGERS WITH IMPOSSIBLE PRODUCTS.

- True
- False

## 7. IMPOSSIBLE PRODUCT IS "LAB MEAT".

- True
- False

## 8. IMPOSSIBLE PRODUCTS DELIVER THE SIZZLE AND TASTE YOU KNOW AND LOVE, MADE FROM PLANTS.

- True
- False

## 9. IS IMPOSSIBLE BURGER KOSHER, HALAL, & GLUTEN-FREE?

- Yes
- No

## 10. A SUSTAINABILITY FACT ABOUT IMPOSSIBLE BURGER IS:

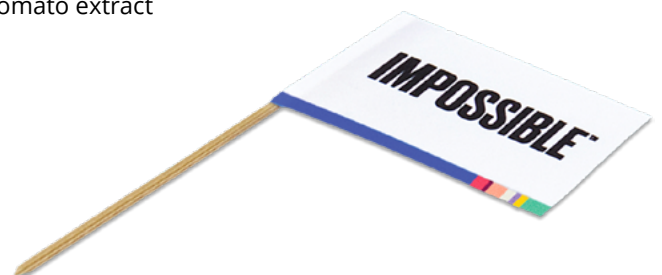
- A. Impossible Burger requires as much water as conventional beef to produce.
- B. Impossible Burger uses significantly less water and land area, and creates less greenhouse gas emissions to produce than beef.
- C. Eating Impossible Burger instead of beef doesn't make an impact on the planet.
- D. Producing Impossible Burger uses more land than beef production does.

## 11. IMPOSSIBLE BURGER CONTAINS:

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

## 12. HEME IS BEST DESCRIBED AS:

- A. Beet juice
- B. FD&C Red No. 40
- C. A basic building block of life on Earth
- D. Tomato extract



### 13. THE CORE MISSION OF IMPOSSIBLE FOODS IS?

- A. To make the global food system more sustainable
- B. To make delicious foods without compromise
- C. To transform the global food system to be able to feed our growing global population
- D. All of the above

### 14. IMPOSSIBLE BURGER CONTAINS 0 mg OF:

- A. Protein
- B. Cholesterol
- C. Fat
- D. Iron

### 15. IMPOSSIBLE BURGER CONTAINS NUTS:

- True
- False

### 16. IS IMPOSSIBLE BURGER ORGANIC?

- Yes
- No

### 17. WHAT WORD CAN BE USED TO DESCRIBE IMPOSSIBLE BURGER?

- A. Delicious
- B. Meaty
- C. Sustainable
- D. All of the Above

### 18. WHY SHOULD A CARNIVORE ORDER AN IMPOSSIBLE BURGER?

- A. It's nutrient-rich.
- B. It is made for meat lovers.
- C. It is delicious and better for the planet.
- D. All of the Above



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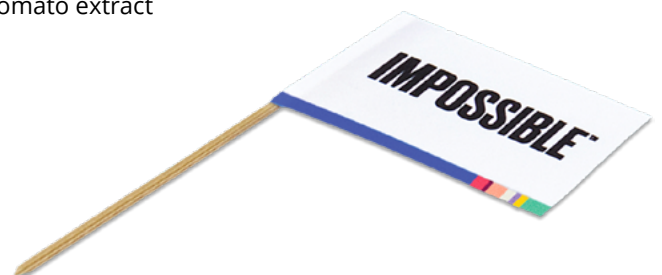
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