



RESTAURANT GUIDELINES FOR COOKING AND SERVING IMPOSSIBLE® STEAK BITES MEAT FROM PLANTS

HOW TO COOK IMPOSSIBLE STEAK BITES

Impossible Steak Bites are ready-to-cook from frozen for convenient, long term storage. Versatile in many different types of dishes, cook in your favorite steak menu items, like tacos, fajitas, stir fries, rice and noodle bowls, sandwiches, salads, breakfast items, and more.

SHELF LIFE AND STORAGE

- **Perishable. Keep frozen at all times** and cook before the indicated use-by date.
- Product should be cooked from a frozen state.
- Shelf life is 12 months frozen.

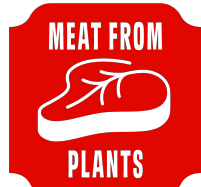
COOKING INSTRUCTIONS

- **Ready-to-cook**, reheat thoroughly to an internal temperature of 160°F.
- **Pan fry / Griddle / Flat Top**: Pan fry in a lightly oiled pan or flat top over medium high heat. Stir occasionally until heated through, approximately 11 minutes.
- **Convection Oven**: Preheat oven to 400°F. Arrange lightly oiled steak bites on a baking sheet. Bake for about 7 minutes or until golden brown, stirring halfway through cooking.
- **Stew / Braise**: Sauté in a lightly oiled pan over medium heat to brown. Add sauce to pan, bring to boil, then reduce to simmer.

WHAT ARE THE KEY INGREDIENTS IN IMPOSSIBLE STEAK BITES?

- Soy Protein
- Sunflower Oil
- Vitamins and minerals

See full ingredient list on packaging.



HOW TO TALK ABOUT IMPOSSIBLE STEAK BITES

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

WHAT ARE IMPOSSIBLE STEAK BITES?

They are exactly what they sound like: pre-cut, juicy, bites of meaty deliciousness made from plants. Impossible Steak Bites can also be found in the frozen foods aisle in the grocery store near you.

WHY SHOULD I TRY THEM?

- **Delicious**: Impossible Steak Bites significantly outperform the plant-based competition when it comes to succulent, meaty flavor.¹
- **Better for the Planet**: Every time you eat Impossible Steak Bites (instead of animal beef sirloin steak), you use approximately **94% less water, generate 93% less GHG emissions**, and use **94% less land**.²
- **Nutrient-packed**: Impossible Steak Bites are an excellent source of protein with 21 g per serving (37% daily value), a good source of fiber,³ vitamins and minerals, with no cholesterol and 80% less saturated fat than cooked animal sirloin steak.⁴

DO THEY CONTAIN ALLERGENS?

They are plant-based, nut-free, dairy-free, and gluten-free. They contain soy. If your guests have any questions, send them to faq.impossiblefoods.com/hc/en-us.

ARE THEY VEGAN?

Impossible Steak Bites 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. Results based on a September 2024 blind taste test with 102 beef consumers in Illinois who were open to trying steak bites.
2. Impossible Steak Bites US LCA (2024).
3. 7g total fat per serving.
4. USDA cooked, broiled animal beef sirloin steak contains 3g saturated fat per 85g serving, whereas Impossible Steak Bites Meat From Plants contains 0.5g per 85g serving.

