

# ALL ABOUT IMPOSSIBLE™ BURGER



There's nothing quite like Impossible™ Burger. And given it's quite new to retail, you might get some questions about it (including "are you sure this is made from plants?").

Here is a little cheat sheet that covers some of the most common ones:

## WHAT IS IMPOSSIBLE BURGER?

It's meat made from plants! It cooks, tastes, and sizzles like ground beef, but is way better for the planet.\*

## WHY SHOULD I TRY IMPOSSIBLE BURGER?

- It's unbelievably delicious.
- It's made for people who love meat.
- It's made from plants.
- It's got the same amount of protein as 80/20 ground beef (19 g per 4 oz serving), with 0 mg cholesterol (compared to 80 mg), 14 g total fat (compared to 23 g), and 8 g saturated fat (compared to 9 g).
- It's got no animal hormones or antibiotics.
- It's way better for the planet than meat from cows — it requires 96% less land and 87% less water to produce, and generates 89% fewer greenhouse gas emissions.

## NUTRITIONALLY, HOW DOES IT COMPARE TO BEEF?

Impossible Burger is comparable in nutrition to 80/20 ground beef — it contains 19 g of protein and is an excellent source of iron. But unlike beef, it has 0 mg of cholesterol and 14 g of total fat (35% less than 80/20 ground beef!) and 8 g of saturated fat per 4 oz serving. It also contains no antibiotics or animal hormones.

## WHAT'S IN IT?

It's primarily made with soy protein, coconut oil, sunflower oil, some potato protein — plus our magic ingredient: heme. Heme is found in all living things, and it's the unique ingredient responsible for making meat taste like meat.

## DOES IT CONTAIN ALLERGENS?

Impossible Burger contains soy. It's gluten-free, nut-free, and dairy-free.

## HOW DOES IT TASTE SO GOOD?

Impossible Burger is a result of years researching exactly what makes meat taste like meat. The delicious flavor comes from a combination of natural ingredients, but mainly, it comes from "heme" — a molecule found in all living things that gives meat (and our product) its unmistakably meaty flavor.

## IS IT VEGAN?

Impossible Burger is made from plants, without any ingredients from animal sources. While it is safe for vegans to eat, Impossible Burger is made for everyone — especially meat eaters.

## HOW DO I COOK IMPOSSIBLE BURGER?

Impossible Burger cooks like ground beef — grilled, sautéed, baked, sauced, you name it. You can use Impossible Burger as a 1:1 replacement for beef in your favorite recipes, from burgers to tacos to meatballs to lasagna.

## WHERE CAN I FIND RECIPES FOR IMPOSSIBLE BURGER?

Check out [ImpossibleFoods.com/Recipes](https://impossiblefoods.com/Recipes) for more recipe inspiration on cooking Impossible Burger.

## WHERE IN GROCERY STORES CAN I FIND IMPOSSIBLE BURGER?

You can find Impossible Burger primarily in the meat aisle, though you may find it in secondary locations in the store as well.

Nutrition Facts	
Serving size	4 oz (113g)
Amount per serving	
<b>Calories</b>	<b>240</b>
	% Daily Value*
Total Fat 14g	18%
Saturated Fat 8g	40%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 370mg	16%
Total Carbohydrate 9g	3%
Dietary Fiber 3g	11%
Total Sugars <1g	
Includes <1g Added Sugars	1%
<b>Protein 19g</b>	<b>31%</b>
Vitamin D 0mcg	0%
Calcium 170mg	15%
Iron 4mg	20%
Potassium 610mg	15%
Thiamin 28.24mg	2350%
Riboflavin 0.19mg	15%
Niacin 8.7mg	50%
Vitamin B6	20%
Folate 115mcg DFE	30%
Vitamin B12 3.02mcg	130%
Phosphorus 180mg	15%
Zinc 5.4mg	50%

\*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, Natural Flavors, 2% Or Less Of: Potato Protein, Methylcellulose, Yeast Extract, Cultured Dextrose, Food Starch Modified, Soy Leghemoglobin, Salt, Soy Protein Isolate, Mixed Tocopherols (Vitamin E), Zinc Gluconate, Thiamin Hydrochloride (Vitamin B1), Sodium Ascorbate (Vitamin C), Niacin, Pyridoxine Hydrochloride (Vitamin B6), Riboflavin (Vitamin B2), Vitamin B12.

### Contains: Soy.

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

Have more questions? Reach out anytime at: [ImpossibleFoods.com/ContactUs](https://impossiblefoods.com/ContactUs)



\*In a home usage study of 254 consumers who cooked with Impossible Burger, 70% thought the taste was comparable to or better than ground beef from cows and 77% thought it sizzled like ground beef from cows.