

IMPOSSIBLE FOODS RETAILER CIRCULAR GUIDELINES

Here are some tips on how to feature Impossible™
Burger in your circular ad or weekly flyer.

PRODUCT NAMING

- Impossible™ Burger Made From Plants, 12oz Pack
- Impossible™ Burger Patties Made From Plants, 2-Pack
- Impossible™ Burger Patties Made From Plants, 6ct Pack
- Use the trademark symbol (™) in the first mention of “Impossible™ Burger.” After the first use, the trademark symbol is dropped i.e. “Impossible Burger”

PRODUCT DESCRIPTIONS

- Meat made from plants.
- Cook it like ground beef.
- Made from plants to satisfy your beef cravings.
- Don't say: “vegan,” “vegetarian,” “fake meat,” “meatless protein,” “plant-based protein,” or “plant-based brick.” Impossible™ Burger is meat made from plants.

AD TOOLKIT

This link [here](#) routes to the retail product images of the Impossible™ Burger.

CIRCULAR AD EXAMPLES



Impossible™ Burger
Made From Plants
12oz Pack
\$0.00



Impossible™
Burger Patties
Made From Plants
2-Pack
\$0.00



Impossible™
Burger Patties
Made From Plants
6ct Pack
\$0.00