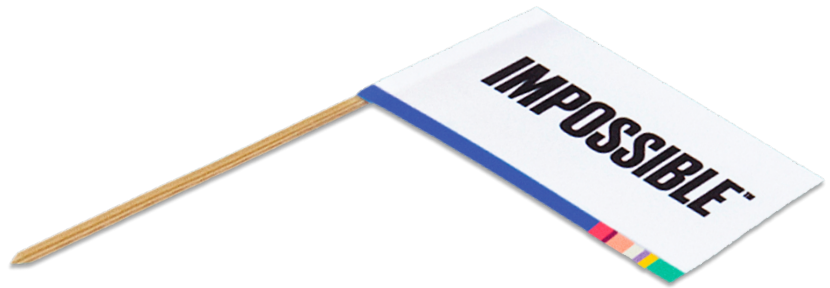


IMPOSSIBLE™ FOODS MENU GUIDELINES



MENU LANGUAGE

Impossible™ products are made from plants for people who love meat.

Here's how to promote it on your menu so your customers know what it is and why they should order it.

- **Put the word "Impossible™" in the name of your dish.** More and more people recognize the Impossible brand and will be more drawn to an "Impossible™ Burger" than a "vegan," "veggie", or even "plant-based burger".
- **In addition to offering a specific Impossible menu item, allow your customers to "make it Impossible™".** Impossible meat tastes great in any ground beef dish. Letting customers sub Impossible for ground beef can help more people enjoy more of your menu.
- **Don't call it "fake" or "faux."** Those words can turn customers off. We recommend saying "made from plants": it sounds tastier, and it's how consumers are talking about it now.
- **Avoid describing it as a "vegan" or "vegetarian" option.** We've found that most people who buy Impossible products are meat eaters. We recommend saying "made from plants" because it is more inclusive of all dietary preferences.

THE FINE PRINT

Here are some tips from our Legal Team to make sure you describe our product in the most accurate way:

- **Please "™" the first and most prominent mention of Impossible, usually in the dish name** — as in, "Impossible™ Burger".
- **Please simply use the term "made from plants" rather than "100% plant-based" or "entirely plant-based."** Our burger doesn't only come from plants (we produce it with yeast through fermentation).
- **Avoid using "all natural."** This is a highly litigated term that requires too much subjective interpretation.

EXAMPLES FOR MENU DESCRIPTIONS

Here are some ideas on how to describe your Impossible menu item:

- The Impossible™ Taco features a delicious taco made from plants for meat lovers.
- The Impossible™ Burger is a delicious burger made from plants for people who love meat. No compromises.
- The Impossible™ Burger has all the protein of a beef burger, but it's made from plants with the taste you know and love.
- The Impossible™ Burger is a delicious with the taste you know and love, made from plants.
- The Impossible™ Burger is for meat lovers, but it's made from plants. Eat what you love. Save the earth.
- The Impossible™ Burger is a delicious burger made from plants and topped with XX, YY, and ZZ.
- The Impossible™ Meatballs are made from plants for people who love meat, plants and everything in between.

And that's a wrap. If you'd like additional help on how to menu your Impossible item, don't hesitate to reach out to us at ImpossibleFoods.ca/ContactUs We're here for you every step of the way.