



ALL ABOUT IMPOSSIBLE™ BEEF MADE FROM PLANTS



At impossible Foods, we believe that meat doesn't have to come from animals – that's why we make delicious meat from plants. Impossible Beef is our best selling crowd pleaser that tastes like ground beef from cows ¹, so it's an excellent addition to your favorite menu items (tacos, nachos, soup, lasagna, salads or anyway you like!) as hosts, servers, and managers you might get questions from guests like "Are you sure these are made from plants?" Here is a cheat sheet that covers the most common ones:

WHAT ARE IMPOSSIBLE BEEF?

Delicious meat made from plants for meat lovers! Impossible beef is loved by diners, food critics, and celebrities alike because it cooks and tastes like ground beef ¹ without the negative environmental impacts.

WHY SHOULD I TRY IMPOSSIBLE BEEF?

- It's unbelievably delicious.
- It's packed with 19g of protein per serving, contains 0mg cholesterol (6g saturated fat per serving) and it a good source of vitamins and minerals.
- It contains no animal hormones or antibiotics.
- Everytime you eat Impossible Beef (instead of ground beef from cows) you use less water, generate less GHG emissions, and use less land ².

DO THEY CONTAIN ALLERGENS?

They contain soy but is Gluten Free, Kosher and Halal, If your guests have any questions, send them to ImpossibleFoods.com/FAQ or give them a Consumer Information handout.

HOW DO THEY COMPARE TO 80/20 GROUND BEEF NUTRITIONALLY?

Impossible Beef contains the same amount of protein as USDA 80/20 ground beef (19g) but has 40% less total fat, 33% less saturated fat ³ and 0mg cholesterol. Moreover Impossible Beef is also better for the planet.



1. 70% of tasters said that Impossible Beef tastes as good if not better than ground beef from cows 87% said that cooking Impossible Beef was easier or easier than ground beef (Los Angeles CA HUT 2021, n=109 beef eating consumers) 2. Final LCA stats are pending. 3. USD 80/20 ground beef contains 19g of protein, 23 g total fat and 9g saturated fat per serving.

WHAT'S IN IT?

- Soy Protein Concentrate
- Sunflower Oil & Soybean Oil
- Heme (our secret ingredient that makes meat taste like meat)

ARE THEY VEGAN?

Impossible Beef is made without any ingredients from animal sources, and are really made for people who love eating meat — which is why we don't call them "vegan" or "faux" (even though vegans can eat them). It's delicious beef everyone can enjoy.

Note: 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 (other ingredients containing cheese, butter, and eggs would have to be removed for vegans).

Nutrition Facts	
40 servings per container	
Serving size 1 patty (113g)	
Amount per serving	
Calories	230
% Daily Value*	
Total Fat 13g	17%
Saturated Fat 6g	30%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 370mg	16%
Total Carbohydrate 9g	3%
Dietary Fiber 5g	18%
Total Sugars <1g	
Includes <1g Added Sugars	1%
Protein 19g	38%
Vitamin D 0mcg	0%
Calcium 180mg	15%
Iron 4mg	20%
Potassium 700mg	15%
Thiamin 0.46mg	40%
Riboflavin 0.18mg	15%
Niacin 9.2mg	60%
Vitamin B ₆ 0.34mg	20%
Folate 85mcg DFE	20%
Vitamin B ₁₂ 3.01mcg	130%
Phosphorus 190mg	15%
Zinc 5.5mg	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, Sunflower Oil, Coconut Oil, Natural Flavors, 2% or Less Of: Methylcellulose, Salt, Cultured Dextrose, Food Starch Modified, Yeast Extract, Soy Leghemoglobin, Salt, Mixed Tocopherols (Antioxidant) L-Tryptophan, Soy Protein Isolate.
Vitamins and Minerals (Zinc Gluconate, Niacin (Vitamin B3), Thiamine Hydrochloride (Vitamin B1), Pyridoxine Hydrochloride (Vitamin B6), Riboflavin (Vitamin B2), Vitamin B12)

Contains: Soy

HAVE MORE QUESTIONS?

Reach out anytime to:
Hello@ImpossibleFoods.com
ImpossibleFoods.com/Foodserver
vie



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IMPOSSIBLE™ BEEF FOH QUIZ

Take our quiz to test your knowledge. Circle the correct answer.



1. HOW WOULD YOU DESCRIBE IMPOSSIBLE BEEF?

- A. Delicious meat made from plants for meat lovers!
- B. Vegan meat that is made for vegans.
- C. Fake meat for people who don't want to eat meat.
- D. Healthy meat that really doesn't taste that good.

2. IF YOUR GUESTS HAVE MORE QUESTIONS, WHERE CAN YOU SEND THEM?

- A. Tell them to visit Impossible [Foods.com/faq](https://www.impossiblefoods.com/faq).
- B. Give them an Impossible Beef Consumer Information handout.
- C. Both answers are correct.

3. THE PROTEIN IN IMPOSSIBLE BEEF COMES FROM WHAT SOURCE?

- A. Soy
- B. Wheat
- C. Sunflower
- D. Coconut

4. WHERE DOES THE FAT IN IMPOSSIBLE BEEF COME FROM?

- A. Cows and plants
- B. Canola oil and palm oil
- C. Sunflower oil and soy bean oil
- D. Yogurt and mayonnaise

5. COMPARED TO 80/20 GROUND BEEF, IMPOSSIBLE BEEF:

- A. Is packed with nutrients
- B. Has 0mg Cholesterol (6g saturated fat per serving)
- C. Has 40% less total fat and 33% less saturated fat
- D. All of the above

6. IMPOSSIBLE BEEF IS VEGAN

- A. True
- B. False

7. IMPOSSIBLE BEEF IS LAB MEAT

- C. True
- D. False

8. PICK THE CORRECT SUSTAINABILITY FACT ABOUT IMPOSSIBLE BEEF:

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

8. IMPOSSIBLE BEEF CONTAINS:

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

9. HOW MUCH PROTEIN DOES IMPOSSIBLE BEEF CONTAIN PER 4 OZ SERVING?

- A. 0g
- B. 5g
- C. 10g
- D. 19g



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