



ALL ABOUT IMPOSSIBLE™ UNBREADED CHICKEN FILLETS MADE FROM PLANTS

Enjoy our tender, delicious plant-based chicken as you would a chicken fillet - served in a grilled chicken sandwich, smothered in tomato sauce and baked as a delicious chicken parm, sliced and stir fried with veggies, or battered and fried in a crispy chicken sandwich. As hosts, servers, and managers, your guests might ask you, "Are these really made from plants?" Here's a training cheat sheet that covers the most common questions:

WHAT ARE IMPOSSIBLE UNBREADED CHICKEN FILLETS?

Impossible's tender, delicious chicken fillets are made from plants, for chicken lovers! They're pre-formed and fully cooked for simple back-of-house operations. Enjoy our plant-based chicken like you normally would an animal chicken breast - grilled and topped with tomatoes, lettuce, and mayo in a sandwich, smothered in marinara sauce and baked as a chicken parm, sliced and stir fried with veggies, or battered and fried in a crispy chicken sandwich.

WHY SHOULD I TRY IMPOSSIBLE UNBREADED CHICKEN FILLETS?

- With a tender, springy, white meat interior, they're delicious by themselves or with other ingredients, spices, or sauces
- They're highly versatile - you can grill, pan fry, stir fry, bake, or bread and fry them
- They're packed with 19g protein per 3.8 oz serving, have 0g saturated fat, and contain no cholesterol.
- They're convenient - fully cooked, for added convenience and speed in food service
- They are made from plants.

DO THEY CONTAIN ALLERGENS?

They contain soy. If your guests have any questions, send them to faq.impossiblefoods.com/hc/en-us

WHAT'S IN THEM?

- Soy Protein Concentrate
- Sunflower Oil
- Vitamins and Minerals

1. 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).



ARE THEY VEGAN?

Impossible Unbreaded Chicken Fillets are 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). They are delicious chicken fillets made from plants everyone can fall in love with.¹

HOW DO THEY COMPARE TO ANIMAL-BASED CHICKEN FILLETS NUTRITIONALLY?

Impossible Unbreaded Chicken Fillets are delicious and tender, have 19g of protein per 3.8 oz serving, 0mg saturated fat, and contain no cholesterol.

Nutrition Facts	
about 42 servings per container	
Serving size	1 fillet (108g)
Amount per serving	
Calories	170
% Daily Value*	
Total Fat 5g	6%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 430mg	19%
Total Carbohydrate 12g	4%
Dietary Fiber 5g	18%
Total Sugars <1g	
Includes <1g Added Sugars	2%
Protein 19g	39%
Vitamin D 0mcg	0%
Calcium 210mg	15%
Iron 2.9mg	15%
Potassium 850mg	20%
Thiamin 0.43mg	35%
Riboflavin 0.31mg	25%
Niacin 7.4mg	45%
Vitamin B ₆ 0.32mg	20%
Folate 85mcg DFE	20%
Vitamin B ₁₂ 2.7mcg	110%
Pantothenic Acid 1mg	20%
Phosphorus 250mg	20%
Zinc 4.8mg	45%

*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, 2% Or Less Of: Methylcellulose, Natural Flavors, Cultured Dextrose, Salt, Dextrose, Food Starch Modified, Dried Onion, Dried Garlic, Yeast Extract, Spices, Mixed Tocopherols (Antioxidant), Vitamins and Minerals (Zinc Gluconate, Niacin (Vitamin B3), Calcium Pantothenate (Vitamin B5), Thiamine Hydrochloride (Vitamin B1), Pyridoxine Hydrochloride (Vitamin B6), Riboflavin (Vitamin B2), Vitamin B12).

Contains: Soy





UNBREADED CHICKEN FILLETS FOH QUIZ

Circle your answer choice and test your meaty smarts with our Impossible Foods quiz.

1. HOW WOULD YOU DESCRIBE IMPOSSIBLE UNBREADED CHICKEN FILLETS?

- A. They are delicious chicken fillets 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 faq.impossiblefoods.com/hc/en-us
- B. Tell them to email our founder, Pat Brown
- C. Both answers are correct

3. THE PROTEIN IN IMPOSSIBLE UNBREADED CHICKEN FILLETS COMES FROM WHAT SOURCE?

- A. Sunflower Oil
- B. Soy
- C. Wheat
- D. Soy and Wheat

4. WHERE DOES THE FAT IN IMPOSSIBLE UNBREADED CHICKEN FILLETS COME FROM?

- A. Chickens
- B. Palm Oil
- C. Sunflower Oil
- D. Coconut Oil

5. IMPOSSIBLE UNBREADED CHICKEN FILLETS ARE:

- A. Highly versatile and can be prepared like chicken breast
- B. Have 0g saturated fat
- C. Contain no cholesterol
- D. All of the above

6. DO THEY CONTAIN ALLERGENS?

- A. Yes, they contain Soy and Wheat
- B. Yes, they only contain Soy
- C. No, they are allergen-free

7. IMPOSSIBLE UNBREADED CHICKEN FILLETS CONTAIN:

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

8. HOW MUCH PROTEIN DO IMPOSSIBLE MEATBALLS CONTAIN PER 3 MEATBALLS / 85g SERVING?

- A. 0g
- B. 7g
- C. 14g
- D. 19g





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