

IMPOSSIBLE™

PUT ME ON YOUR MENU



**BOOST
TRAFFIC**



**ATTRACT NEW
CUSTOMERS**



**IMPROVE SAME
STORE SALES**

MEAT ON A MISSION

People love meat. After all, it's delicious and they want to keep eating it. But they're looking for a better way. So we made Impossible™ Beef Made From Plants: meat made from plants, for people who love beef mince. Delicious and better for the planet.

Every pound of Impossible Beef Made From Plants (instead of beef mince from cows) uses:



**LESS
WATER**



**LESS GREENHOUSE
GAS EMISSIONS**



**LESS
LAND**

ANY WAY YOU WANT IT

Spiced, sauced, braised, grilled, you name it — if you know how to cook beef mince, you know how to cook Impossible Beef Made From Plants.

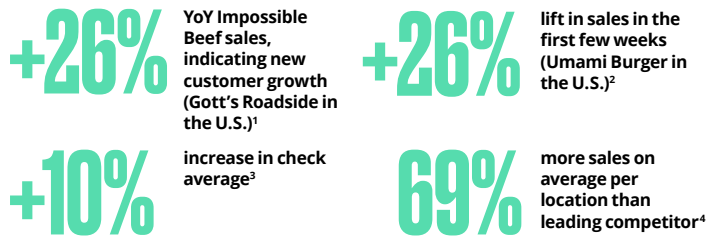
ImpossibleFoods.com/Sell-Impossible



GOOD FOR YOUR BUSINESS

Putting Impossible™ products on your menu can drive your sales revenue, foot traffic and brand perception.

Customers have experienced:



We're here to help. Whether it's training, guidelines, or marketing materials — our team has you covered.

To see what we offer, check out:

ImpossibleFoods.com/Foodservice.

MADE FOR EVERYONE

92% of Impossible Foods consumers in the US eat meat from animals.⁵

THE IMPOSSIBLE FOODS DIFFERENCE

Delicious, mouthwatering meat with the sizzle and taste you love — made from plants. It's packed with 18.8 g of protein per 113g serving and is a good source of iron and fibre — but contains no animal hormones or antibiotics. It's also made with far fewer natural resources. Impossible Beef Made From Plants: better for the planet, good for your business.

SERVE IMPOSSIBLE FOODS

Request a sample from your rep.

Place an order with your distributor.

Reach out through ImpossibleFoods.com/Sell-Impossible.

Item Codes	Description	Pack Size
60-00029	Impossible Beef Made From Plants 2.3kg Brick	4 x 2.3kg bricks
60-00030	Impossible Burger Patties Made From Plants, 113g Patties	4 x 10 113g patties

NUTRITION INFORMATION

Impossible Beef Made From Plants 2.3kg Brick

NUTRITION INFORMATION			
Servings Per Package: 20 Serving Size: 113 g			
	Average Quantity Per Serving	% Daily Intake* (Per Serving)	Average Quantity Per 100 g
Energy	953 kJ (228 kcal)	11%	843 kJ (202 kcal)
Protein	18.8 g	38%	16.7 g
Fat, Total	12.8 g	18%	11.4 g
- Saturated	5.9 g	25%	5.2 g
Carbohydrate	9.2 g	3%	8.2 g
- Sugars	0.7 g	1%	0.6 g
Dietary Fibre	5.4 g	18%	4.8 g
Sodium	367 mg	16%	325 mg
Potassium	668 mg		591 mg
% RDI (Per Serving) [†]			
Calcium	175.3 mg	22%	155.1 mg
Iron	4.0 mg	30%	3.5 mg
Thiamin (Vitamin B1)	0.18 mg	15%	0.16 mg
Riboflavin (Vitamin B2)	0.18 mg	12%	0.16 mg
Niacin	5.7 mg	50%	5.0 mg
Vitamin B6	0.34 mg	19%	0.3 mg
Vitamin B12	2.3 µg	100%	2.0 µg
Phosphorus	193.1 mg	19%	170.9 mg
Zinc	5.0 mg	35%	4.4 mg

*Percentage of daily intakes are based on an average adult diet of 8700 kJ

[†]Percentage recommended dietary intake (AU/NZ)

Ingredients:

Water, **Soy** Protein Concentrate, Sunflower Oil, Coconut Oil, Thickener (INS 461), Glutamic Acid, Natural Flavours, Cultured Dextrose, Modified Starch, Yeast Extract, **Soy** Leghemoglobin (genetically modified), Salt, Antioxidant (INS 307b), **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

Impossible Burger Patties Made From Plants, 113g Patties

NUTRITION INFORMATION			
Servings Per Package: 10 Serving Size: 113 g (1 patty)			
	Average Quantity Per Serving	% Daily Intake* (Per Serving)	Average Quantity Per 100 g
Energy	953 kJ (228 cal)	11%	843 kJ (202 cal)
Protein	18.8 g	38%	16.7 g
Fat, Total	12.8 g	18%	11.4 g
- Saturated	5.9 g	25%	5.2 g
Carbohydrate	9.2 g	3%	8.2 g
- Sugars	0.7 g	1%	0.6 g
Dietary Fibre	5.4 g	18%	4.8 g
Sodium	367 mg	16%	325 mg
Potassium	668 mg		591 mg
% RDI (Per Serving) [†]			
Calcium	175.3 mg	22%	155.1 mg
Iron	4.0 mg	30%	3.5 mg
Thiamin (Vitamin B1)	0.18 mg	15%	0.16 mg
Riboflavin (Vitamin B2)	0.18 mg	12%	0.16 mg
Niacin	5.7 mg	50%	5.0 mg
Vitamin B6	0.34 mg	19%	0.3 mg
Vitamin B12	2.3 µg	100%	2.0 µg
Phosphorus	193.1 mg	19%	170.9 mg
Zinc	5.0 mg	35%	4.4 mg

*Percentage of daily intakes are based on an average adult diet of 8700 kJ

[†]Percentage recommended dietary intake (AU/NZ)

