

STAFF TRAINING TALKING ABOUT IMPOSSIBLE™

There isn't anything quite like Impossible meat. And as hosts, servers, and restaurant managers, you'll be sure to get some questions (including "are you sure this is made from plants?").

Here is a little cheat sheet that covers some of the most common ones:

WHAT IS IMPOSSIBLE?

It's plant-based meat that tastes unbelievably beefy.

WHY SHOULD I TRY IMPOSSIBLE?

- It's made from plants.
- It's unbelievably delicious.
- It's made for people who love meat.
- It's Kosher- and Halal-certified.
- It's got all the protein and iron that beef does, but has 0mg cholesterol and no animal hormones.
- It's way better for the planet than meat from cows — because it uses a fraction of the land and water, and creates way less greenhouse gas emissions.

HOW DOES IT TASTE SO GOOD?

The Impossible recipe is a result of five years of researching exactly what makes meat taste like meat. The meaty flavor comes from a combination of natural ingredients, but mainly, it comes from "heme" — a molecule found in all living things that gives meat (and our product) its unmistakably meaty flavor.

WHAT'S IN IT?

It's primarily made from soy protein, coconut oil, and sunflower oil — with one magic ingredient: heme.

IS IT VEGAN?

Impossible is made without any ingredients from animal sources, and it's really made for people who love eating meat — which is why we don't call it "vegan" or "faux" (even though vegans can eat it). It's the first plant-based protein that everyone can fall in love with.

[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 entirely plant-based. For example, anything containing cheese, butter, and eggs would have to be removed for vegans.]



DOES IT CONTAIN ALLERGENS?

It's plant-based, nut-free, and dairy-free. It contains soy.

NUTRITIONALLY, HOW DOES IT COMPARE TO BEEF?

Our product matches the protein levels in beef and is an excellent source of iron. 4oz of our uncooked product has **0mg cholesterol** with 14g of total fat, which is 35% less fat than 80/20 ground beef.

I'VE HAD IMPOSSIBLE BEFORE, IS THIS A NEW RECIPE?

Yes! Our goal is to make plant-based meat so tasty, there's no need to get it from animals, so we are always working to make our recipes better and better. A new recipe was introduced in January 2019 and is tastier, juicier, and so beefy that it even has die-hard meat lovers drooling. Compared to the previous recipe, this one has 40% less saturated fat and 30% less sodium.

Nutrition Facts	
Serving size	4 oz (113g)
Amount per serving	
Calories	240
% Daily Value*	
Total Fat 14g	18%
Saturated Fat 8g	40%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 370mg	16%
Total Carbohydrate 9g	3%
Dietary Fiber 3g	11%
Total Sugars <1g	
Includes <1g Added Sugars	1%
Protein 19g	31%
Vitamin D 0mcg	0%
Calcium 170mg	15%
Iron 4.2mg	25%
Potassium 610mg	15%
Thiamin 28.2mg	2350%
Riboflavin 0.4mg	30%
Niacin 5.3mg	35%
Vitamin B ₆ 0.4mg	25%
Folate 115mcg DFE	30%
Vitamin B ₁₂ 3mcg	130%
Phosphorus 180mg	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, Coconut Oil, Sunflower Oil, Natural Flavors, 2% Or Less Of: Potato Protein, Methylcellulose, Yeast Extract, Cultured Dextrose, Food Starch Modified, Soy Leghemoglobin, Salt, Soy Protein Isolate, Mixed Tocopherols (Vitamin E), Zinc Gluconate, Thiamin Hydrochloride (Vitamin B1), Sodium Ascorbate (Vitamin C), Niacin, Pyridoxine Hydrochloride (Vitamin B6), Riboflavin (Vitamin B2), Vitamin B12.

Contains: Soy.

If your guests ever have questions you can't answer, just send them over to: Hello@ImpossibleFoods.com or [ImpossibleFoods.com/FAQ](https://impossiblefoods.com/FAQ)

Have more questions? Reach out anytime to: Hello@ImpossibleFoods.com or [ImpossibleFoods.com/FoodService](https://impossiblefoods.com/FoodService)

CAPACITACIÓN DEL PERSONAL ACERCA DE IMPOSSIBLE™

No hay nada que se parezca a la carne Impossible. Y, como anfitriones, camareros y administradores de restaurantes, usted se asegurará de responder algunas preguntas (incluso: "¿Está seguro de que esto está hecho de plantas?").

La siguiente es una hoja de respuestas que cubre algunas de las más frecuentes:

¿QUÉ ES IMPOSSIBLE?

Es una carne de origen vegetal que tiene un sabor increíble a carne.

¿POR QUÉ DEBERÍA PROBAR IMPOSSIBLE?

- Se elabora a partir de plantas.
- Es increíblemente deliciosa.
- Está hecha para personas que aman la carne.
- Tiene certificación Kosher y Halal.
- Contiene toda la proteína y el hierro que contiene la carne, pero tiene 0 mg de colesterol y no tiene hormonas animales.
- Es muchísimo mejor para el planeta que la carne de vaca, porque utiliza una fracción de la tierra y el agua, y crea menos emisiones de gases de efecto invernadero.

¿CÓMO ES QUE TIENE TAN BUEN SABOR?

La receta de Impossible es un resultado de cinco años de investigar exactamente qué hace que la carne tenga sabor a carne. El sabor a carne se logra mediante una combinación de ingredientes naturales, pero principalmente proviene de "hem", una molécula que se encuentra en todos los seres vivos, que proporciona a la carne (y a nuestro producto) su inconfundible sabor a carne.

¿QUÉ CONTIENE?

Contiene principalmente proteína de soya, aceite de coco y aceite de girasol, con el ingrediente mágico "hem".

¿ES VEGANA?

Impossible se elabora sin ningún ingrediente de origen animal y realmente se hace para personas que aman comer carne, que es la razón por la que no la llamamos "vegana" ni "falsa" (a pesar de que los veganos sí pueden comerla). Es la primera proteína vegetal de la que todos se pueden enamorar. [Si ofrece un elemento del menú Impossible a un cliente vegano, asegúrese de confirmar con el personal de la cocina si el plato se puede preparar totalmente con ingredientes vegetales. Por ejemplo, se tendría que eliminar cualquier producto que contenga queso, mantequilla y huevos para los veganos].



¿CONTIENE ALÉRGENOS?

Se basa en plantas, no contiene frutos secos ni productos lácteos. Contiene soya.

NUTRICIONALMENTE, ¿CÓMO SE COMPARA CON LA CARNE?

Nuestro producto tiene niveles de proteína equivalentes a los de la carne y es una excelente fuente de hierro. 4 oz de nuestro producto crudo contienen **0 mg de colesterol** y 14 g de grasa total, lo que equivale a 35 % menos grasa que la carne molida 80/20.

YA HE COMIDO IMPOSSIBLE ANTES, ¿ES ESTA UNA NUEVA RECETA?

¡Sí! Nuestro objetivo es hacer que la carne vegetal sea tan sabrosa que no haya necesidad de obtenerla de los animales, por lo que siempre estamos trabajando para mejorar cada vez más nuestras recetas. En enero de 2019 se introdujo una nueva receta, más sabrosa, más jugosa y con tanto sabor a carne que hace que a los grandes amantes de la carne se les haga agua la boca. En comparación con la receta anterior, esta tiene un 40 % menos de grasa saturada y un 30 % menos de sodio.

Datos Nutricionales	
Tamaño de la porción	4 oz (113g)
Cantidad por porción	
Calorías	240
% Del Valor Diario*	
Grasas Totales 14g	18%
Grasas Saturadas 8g	40%
Grasas Trans 0g	
Colesterol 0mg	0%
Sodio 370mg	16%
Carbohidratos Totales 9g	3%
Fibra Dietética 3g	11%
Azúcares Totales <1g	
Incluye <1g de Azúcares Agregados	1%
Proteína 19g	31%
Vitamina D 0mcg	0%
Calcio 170mg	15%
Hierro 4.2mg	25%
Potasio 610mg	15%
Tiamina 28.2mg	2350%
Riboflavina 0.4mg	30%
Niacina 5.3mg	35%
Vitamina B ₆ 0.4mg	25%
Folato 115mcg DFE	30%
Vitamina B ₁₂ 3mcg	130%
Fósforo 180mg	15%
Zinc 5.5mg	50%

*El % del valor diario indica cuánto contribuye con la dieta diaria un nutriente presente en una porción de alimento. Se utilizan 2000 calorías por día para consejos generales de nutrición.

Ingredientes:

Agua, concentrado de proteína de soya, aceite de coco, aceite de girasol, sabores naturales y 2 % o menos de: proteína de papa, metilcelulosa, extracto de levadura, dextrosa cultivada, almidón alimenticio modificado, leghemoglobina de soya, sal, aislado de proteína de soya, tocoferoles mixtos (vitamina E), gluconato de zinc, hidrocloreto de tiamina (vitamina B1), ascorbato de sodio (vitamina C), niacina, hidrocloreto de piridoxina (vitamina B6), riboflavina (vitamina B2), vitamina B12.

Contiene: Soya.

Si alguna vez sus huéspedes hacen preguntas que usted no puede responder, solo dígalos que busquen las preguntas frecuentes en: ImpossibleFoods.com/FAQ

¿Tiene más preguntas? Escriba en cualquier momento a:

[Hello@ImpossibleFoods.com](mailto>Hello@ImpossibleFoods.com)
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IMPOSSIBLE™ FOH QUIZ

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

1. HOW WOULD YOU DESCRIBE IMPOSSIBLE?

- A. Plant-based meat that tastes unbelievably beefy and is better for the environment.
- B. Vegan meat that is made to save animals.
- C. Fake meat for people who don't want to eat meat.
- D. Healthy meat for those who are watching what they eat.

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

- A. Tell them to visit: impossiblefoods.com/faq
- B. Tell them to e-mail: hello@impossiblefoods.com
- C. Give them an Impossible handout
- D. All of the above

3. THE PROTEIN IN IMPOSSIBLE COMES FROM WHAT SOURCES?

- A. Coconut and beans
- B. Soy and potatoes
- C. Potatoes and oats
- D. Heme and vegetables

4. WHERE DOES THE FAT IN IMPOSSIBLE COME FROM?

- A. Cows and plants
- B. Canola oil and palm oil
- C. Coconut oil and sunflower oil
- D. Greek yogurt and butter

5. WHAT IS THE INGREDIENT THAT GIVES IMPOSSIBLE ITS MEATY FLAVOR?

- A. Beef
- B. Heme
- C. Soy
- D. Beans

6. IN COMPARISON TO BEEF, IMPOSSIBLE IS?

- A. Much healthier than beef from a cow
- B. Much fattier than beef from a cow
- C. Nutritionally similar to beef from a cow
- D. Higher in calories

7. YOU ARE ONLY ABLE TO MAKE BURGERS WITH IMPOSSIBLE MEAT.

- True
- False

8. IMPOSSIBLE IS "LAB MEAT".

- True
- False

9. IMPOSSIBLE COOKS AND TASTES LIKE BEEF, BUT IT IS MADE FROM PLANTS.

- True
- False

10. IS IMPOSSIBLE BOTH KOSHER AND HALAL?

- Yes
- No

11. A SUSTAINABILITY FACT ABOUT IMPOSSIBLE IS:

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

12. IMPOSSIBLE CONTAINS:

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

13. HEME IS BEST DESCRIBED AS:

- A. Beet juice
- B. FD&C Red No. 40
- C. A basic building block of life on Earth
- D. Tomato extract

14. THE CORE MISSION OF IMPOSSIBLE FOODS IS?

- A. To make the global food system more sustainable
- B. To make delicious foods without compromise
- C. To transform the global food system to be able to feed our growing global population
- D. All of the above

15. IMPOSSIBLE CONTAINS 0MG OF:

- A. Protein
- B. Cholesterol
- C. Fat
- D. Iron

16. IMPOSSIBLE CONTAINS NUTS:

- True
- False

17. IS IMPOSSIBLE ORGANIC?

- Yes
- No

18. WHAT WORD CAN BE USED TO DESCRIBE IMPOSSIBLE?

- A. Delicious
- B. Meaty
- C. Sustainable
- D. All of the Above

19. WHY SHOULD A CARNIVORE ORDER IMPOSSIBLE?

- A. It is nutritious.
- B. It is made for meat lovers.
- C. It is delicious and better for the planet.
- D. All of the Above



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