



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 cows¹, so it's an excellent addition to your favorite menu items (tacos, burgers, nachos, soup, lasagna, salads or any way you like!). As hosts, servers and managers, you might get questions from guests like, "Are you sure these are made from plants?" Here's a cheat sheet that covers the most common ones:

WHAT IS 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 beef¹, 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 is a good source of vitamins and nutrients.
- It contains no animal hormones or antibiotics.
- Every time you eat Impossible Beef (instead of ground beef from cows) you use less water, generate less GHG emissions, and use less land.²

DOES IT CONTAIN ALLERGENS?

Impossible Beef contains soy, but is Gluten Free, Kosher and Halal Certified. If your guests have any questions, send them to [ImpossibleFoods.com/FAQ](https://impossiblefoods.com/FAQ) or give them a Consumer Information handout.

HOW DOES IT COMPARE TO 80/20 GROUND BEEF NUTRITIONALLY?

Impossible Beef contains the same amount of protein as USDA 80/20 ground beef (19 g), but has 40% less total fat, 33% less saturated fat³ and 0mg cholesterol. Moreover, Impossible Beef is also better for the planet.

WHAT'S IN IT?

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

IS IT VEGAN?

Impossible Beef is made without any ingredients from animal sources, and is really made for people who love eating meat. That's why we don't call it "vegan" or "faux" (even though vegans can eat it), it's delicious beef made from plants 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, 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/Foodservice

1. 70% of tasters said that Impossible Beef tastes as good as or better than ground beef from cows and 87% said that cooking Impossible™ Beef Made From Plants was about the same or easier than ground beef and 84% reported that forming and handling of Impossible™ Beef was as easy or easier than ground beef (Los Angeles, California, HUT 2021, n=109 beef-eating consumers) 2. Final LCA stats are pending. 3. USDA 80/20 ground beef contains 19g protein, 23g total fat and 9g saturated fat while Impossible Beef contains 19g protein, 13g total fat and 6g saturated fat per serving.



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 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 soybean 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.

- A. True
- B. 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 water and land area to produce than ground 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.

9. Impossible Beef contains:

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

10. How much protein does Impossible Beef contain per 4 oz serving?

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





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