



## All about Impossible™ Chicken Tenders

### Made From Plants

Impossible™ Chicken Tenders are made from plants for meat lovers. Impossible Chicken Tenders are a convenient and delicious way to add protein to any menu item: with a dipping sauce, on a salad, in a sandwich or a wrap, on a pasta dish or protein bowl, enjoy them in a variety of dishes. As hosts, servers and managers, your guests might ask you, “Are you sure these are made from plants?” Here’s a training cheat sheet that covers the most common questions:

#### What are Impossible Chicken Tenders?

They are delicious tenders made from plants for meat lovers! They have a deliciously crispy golden coating and a tender, juicy, white meat interior. Fully cooked, these tenders are pre-formed and pre-cooked for simple back-of-house operations. Impossible Chicken Tenders Made From Plants add a flavorful, high protein crunch to a variety of meals.

#### Why should I try Impossible Chicken Tenders?

- They’re unbelievably delicious with a crispy golden coating and a tender, juicy, white meat interior.
- They have 11g of protein per 2 tenders (85g) serving, are low in saturated fat (9g total fat per serving), and contain no cholesterol.
- They are made from plants.
- Every time you eat Impossible Chicken Tenders (instead of animal chicken tenders) you use 49% less land, 44% less water, and generate 36% less GHG emissions.<sup>1</sup>

#### Do they contain allergens?

They contain soy and gluten. If your guests have any questions, send them to [faq.impossiblefoods.com/hc/en-us](https://faq.impossiblefoods.com/hc/en-us).

#### What's in them?

- Soy Protein Concentrate
- Wheat Flour
- Sunflower Oil
- Soybean Oil (Less than 2%)

#### Are they vegan?

Impossible Chicken Tenders 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 tenders made from plants 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 without animal products (other ingredients containing cheese, butter, and eggs would have to be removed for vegans).



<sup>1</sup> Based on a Life Cycle Assessment comparing Impossible Chicken Nuggets Made From Plants with animal-based chicken nuggets (ISO Conformant; WSP 2021).

## How do they compare to animal-based tenders nutritionally?

Impossible Chicken Tenders have a delicious taste and texture, have 11g of protein per 2 tenders (85g) serving, are low in saturated fat (9g total fat per serving), and contain no cholesterol.

### Nutrition Facts

about 53 servings per container

**Serving size** 2 pieces (85g)

**Amount per serving**

**Calories** 180

**% Daily Value\***

**Total Fat** 9g 12%

Saturated Fat 1g 5%

Trans Fat 0g

**Cholesterol** 0mg 0%

**Sodium** 430mg 19%

**Total Carbohydrate** 15g 5%

Dietary Fiber 4g 14%

Total Sugars <1g

Includes 0g Added Sugars 0%

**Protein** 11g 20%

Vitamin D 0mcg 0%

Calcium 110mg 8%

Iron 1.7mg 10%

Potassium 530mg 10%

Thiamin 0.3mg 25%

Riboflavin 0.13mg 10%

Niacin 5.4mg 35%

Vitamin B<sub>6</sub> 0.2mg 10%

Folate 85mcg DFE 20%

Vitamin B<sub>12</sub> 0.63mcg 25%

Pantothenic Acid 0.3mg 6%

Phosphorus 130mg 10%

Zinc 2.1mg 20%

\*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, Wheat Flour, Sunflower Oil, 2% Or Less Of: Food Starch Modified, Soybean Oil, Potato Starch, Methylcellulose, Salt, Natural Flavors, Cultured Dextrose, Yeast Extract, Dextrose, Dried Onion, Dried Garlic, Wheat Gluten, Spices, Yellow Corn Flour, Sugar, Garlic Powder, Onion Powder, Leavening (Cream of Tartar, Sodium Bicarbonate), Dried Yeast, Paprika Extract (for color), 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, wheat.



## Impossible™ Chicken Tenders FOH Quiz

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

### 1. How would you describe Impossible Chicken Tenders?

- A. They are delicious tenders 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](http://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 Chicken Tenders mainly comes from what source?

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

### 4. Where does the fat in Impossible Chicken Tenders mainly come from?

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

### 5. Impossible Chicken Tenders:

- A. Are better for the planet compared to animal-based tenders
- B. Are low in saturated fat (9g total fat per serving)
- C. Contain no cholesterol
- D. All of the above

### 6. Do Impossible Chicken Tenders contain allergens?

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

### 7. Pick the correct sustainability fact about Impossible Chicken Tenders:

- A. Impossible Chicken Tenders require as much water as animal tenders to produce.
- B. Impossible Chicken Tenders require less water and land area to produce than tenders from animals, and generate fewer greenhouse gas emissions.
- C. Eating Impossible Chicken Tenders instead of animal tenders doesn't make an impact on the planet.
- D. Producing Impossible Chicken Tenders uses more land than animal tender production does.

### 8. Impossible Chicken Tenders contain:

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

### 9. How much protein do Impossible Chicken Tenders contain per 2 tenders (85g) serving?

- A. 0g
- B. 5g
- C. 11g
- D. 13g



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### 5. Compared to animal based tenders, Impossible Chicken Tenders are:

- A. Are better for the planet compared to animal-based tenders
- B. Are low in saturated fat (9g total fat per serving)
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