

# IMPOSSIBLE™

# BEEF MEAT FROM PLANTS

MADE FOR  
MEAT  
LOVERS

- ✓ 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 the Impossible™ Burger: meat made from plants, for people who love ground beef. Delicious and good for the planet.

Every time you eat Impossible Beef instead of ground beef from cows produced in the US<sup>1</sup>, you use:



## PACKED WITH NUTRIENTS

- 17g protein per ½ cup (100g serving)
- 0mg cholesterol
- 5g saturated fat per ½ cup (100g serving)
- No animal hormones or antibiotics

[ImpossibleFoods.com/Ca/Sell-Impossible](https://ImpossibleFoods.com/Ca/Sell-Impossible)

1. 1.Impossible Foods Life Cycle Assessment of Impossible Burger, Amendment for Impossible Beef and Impossible Meatballs, ISO compliant; WSP, 2022.

Highly Confidential: Do Not Distribute.



## ANY WAY YOU WANT IT

Spiced, sauced, braised, grilled, you name it — if you know how to cook ground beef, you know how to cook Impossible Beef.



## READY TO GET STARTED?

Scan here to connect with us and request a sample!



# GOOD FOR YOUR BUSINESS

We have a track record of creating strong business results for our partners. Putting Impossible™ products on your menu can boost your sales revenue, brand perception and foot traffic:

**55%**

more sales than the leading competitor per restaurant location<sup>1</sup>

**26%**

YoY sales, indicating new customer growth<sup>2</sup>

**30%**

increase in new product trial rate<sup>3</sup>

**125%**

of sales goals achieved at launch<sup>4</sup>

1. NPD Supply Track, September 2021 2. Gott's Roadside data 3. Jamba data 4. 85°C Bakery Cafe data

# RESOURCES FOR YOU

Whether it's training, guidelines, or marketing materials — our team has you covered. To see what resources and support we offer, check out

[ImpossibleFoods.com/ca/foodservice/foh](https://ImpossibleFoods.com/ca/foodservice/foh)

# 1 : 1 SUBSTITUTE FOR GROUND BEEF IN ANY RECIPE

Impossible Beef cooks & handles<sup>1</sup> like ground beef from cows so you can add it in popular menu items like tacos, burger, lasagna, dumplings, soups -- the possibilities are endless. Impossible Beef also provides up to 28% more yield than animal ground beef<sup>2</sup>, so you get more bang for your buck!



1. In an in-home use test in August 2021 in Los Angeles with 150 US participants, 87% of participants reported that cooking Impossible Beef was as easy or easier than ground beef and 84% said its forming and handling was as easy or easier than ground beef.
2. Based on internal testing cooked Impossible Beef Meat From Plants loses approximately 12% pre-cooked weight, whereas cooked 80/20 cow beef loses approximately 35% of its pre-cooked weight.

# MEAT MADE FROM PLANTS

At Impossible Foods, we believe that delicious meat doesn't have to come from animals. In 2011, we cracked the code on what makes meat taste like meat — using plants, vitamins, nutrients and our rockstar ingredient heme. Since then, our products have won awards, industry acclaim and a cult-like following. That's meat on a mission.

Nutrition Facts		Valeur nutritive	
Per 1/2 cup (100 g)		pour 1/2 tasse (100 g)	
<b>Calories</b>	<b>190</b>	% Daily Value*	% valeur quotidienne*
<b>Fat / Lipides</b>	11 g	15 %	
Saturated / saturés	5 g	25 %	
+ Trans / trans	0 g		
<b>Carbohydrate / Glucides</b>	8 g		
Fibre / Fibres	5 g	18 %	
Sugars / Sucres	1 g	1 %	
<b>Protein / Protéines</b>	17 g		
<b>Cholesterol / Cholestérol</b>	0 mg		
<b>Sodium</b>	330 mg	14 %	
Potassium	600 mg	18 %	
Calcium	150 mg	12 %	
Iron / Fer	6 mg	28 %	
Thiamine	0.4 mg	33 %	
Riboflavin / Riboflavine	0.175 mg	13 %	
Niacin / Niacine	8 mg	50 %	
Vitamin B <sub>6</sub> / Vitamine B <sub>6</sub>	0.4 mg	24 %	
Folate	80 µg DFE / ÉFA	20 %	
Vitamin B <sub>12</sub> / Vitamine B <sub>12</sub>	2.65 µg	110 %	
Pantothenate / Pantothénate	0.8 mg	16 %	
Phosphorus / Phosphore	175 mg	14 %	
Zinc	5 mg	45 %	

\*5% or less is a little, 15% or more is a lot  
\*5% ou moins c'est peu, 15% ou plus c'est beaucoup

Nutrition Facts		Valeur nutritive	
Per 1 burger (113 g)		pour 1 burger (113 g)	
<b>Calories</b>	<b>220</b>	% Daily Value*	% valeur quotidienne*
<b>Fat / Lipides</b>	13 g	17 %	
Saturated / saturés	6 g	30 %	
+ Trans / trans	0 g		
<b>Carbohydrate / Glucides</b>	9 g		
Fibre / Fibres	5 g	18 %	
Sugars / Sucres	1 g	1 %	
<b>Protein / Protéines</b>	19 g		
<b>Cholesterol / Cholestérol</b>	0 mg		
<b>Sodium</b>	370 mg	16 %	
Potassium	700 mg	21 %	
Calcium	175 mg	13 %	
Iron / Fer	6 mg	33 %	
Thiamine	0.45 mg	38 %	
Riboflavin / Riboflavine	0.2 mg	15 %	
Niacin / Niacine	9.5 mg	59 %	
Vitamin B <sub>6</sub> / Vitamine B <sub>6</sub>	0.45 mg	26 %	
Folate	90 µg DFE / ÉFA	23 %	
Vitamin B <sub>12</sub> / Vitamine B <sub>12</sub>	3 µg	125 %	
Pantothenate / Pantothénate	0.9 mg	18 %	
Phosphorus / Phosphore	200 mg	16 %	
Zinc	5.5 mg	50 %	

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**Ingredients:** Water, Soy protein concentrate, Sunflower oil, Coconut oil, Sugars (cultured dextrose, dextrose), Methylcellulose, Glutamates, Modified plant starch, Yeast extract, Natural flavours, Soy leghemoglobin, Salt, Mixed tocopherols (antioxidant), L-Tryptophan, Soy protein isolate, Zinc gluconate, Ferric phosphate, Niacin (Vitamin B3), Calcium pantothenate (Vitamin B5), Pyridoxine hydrochloride (Vitamin B6), Thiamine hydrochloride (Vitamin B1), Riboflavin (Vitamin B2), Vitamin B12

**Contains:** Soy

# SERVE IMPOSSIBLE BEEF

Request a sample from your rep.

Place an order with your distributor.

Reach out through

[ImpossibleFoods.com/Sell-Impossible](https://ImpossibleFoods.com/Sell-Impossible)

Dot Code	Description	Pack Size
723311	Impossible Beef Brick Made From Plants, 2.27kg	4 x 2.27 kg
723312	Impossible Burger Patties Made From Plants, 113g	4 x 10 x 113 g

