



Impossible Foods Menu Guidelines

Menu Language

Impossible™ products are delicious meat made from plants for people who love meat. Here are best practices to position and promote these products on your menu so your customers know what it is and why they should order.



DO

Put the word “Impossible™” in the name of your dish.

People recognize the Impossible™ brand and will be more drawn to an “Impossible™ Menu Item” than a “veggie,” or even “plant-based” one.



DO

Offer a specific Impossible™ build on the menu for greatest success:

It's best to start with your best-selling meat dishes.



DO

In addition to an Impossible build, offer Impossible™ meat made from plants as a tasty option in any dish.

Letting customers sub Impossible products instead of animal proteins on your menu can help more people experience and enjoy more of your menu.



DON'T

Call it “fake meat,” “meat-free,” “meatless” or “meat substitute.”

Those words can turn customers off. We recommend saying “delicious meat made from plants for meat lovers.” It sounds tastier and will sell better.



DON'T

Describe it as a “vegan/vegetarian” option or put it exclusively in the vegetarian section of the menu.

91% of Impossible Foods consumers in the U.S. are meat eaters.¹ Research from the London School of Economics shows that consumers are 56% less likely to order something on a vegetarian menu vs the normal menu.² We recommend saying “meat made from plants” and including the item in the main menu to be inclusive of all dietary preferences.

The Fine Print

Here are some tips from our Legal Team to make sure you describe our product in the most accurate way:



DO

Use a “™” in the first and most prominent mention of an Impossible™ product or dish, for example, **‘Impossible™ “Chicken” Nuggets Made From Plants’** Once you have used the ™ once for that product, you don't have to keep using it in the same asset. If introducing another product for the first time, then use the ™ again.



DO

Add to the fine print: “Impossible™ is a registered trademark of Impossible Foods Inc.; used under license.”

Examples of Menu Descriptions

Be sure to round out the menu descriptions with the other hero ingredients that complete the build.

Here are some ideas on how to describe your Impossible™ menu item:

- Our Impossible™ Breakfast Sandwich features savory, delicious sausage made from plants for meat lovers.
- Impossible™ “Chicken” Nuggets Made From Plants are crispy, juicy, tender, and 100% animal-free.

And that's a wrap. If you'd like additional help on how to menu your Impossible item, please reach out to your Impossible Foods or Wholesaler sales rep.

1. December 2021 Impossible Foods U.S. Brand Tracker

2. <https://www.wri.org/insights/its-all-name-how-boost-sales-plant-based-menu-items>