

IMPOSSIBLE™ "CHICKEN" NUGGETS MADE FROM PLANTS



MEAT MADE FROM PLANTS

At Impossible Foods, we believe that meat doesn't have to come from animals. Our meat is made from plants. It's delicious and way better for the planet. Since launching in the United States in 2016, our products have won awards, industry acclaim and a cult-like following. That's meat on a mission.

PUT ME ON YOUR MENU

Impossible™ "Chicken" Nuggets are made from plants for meat lovers, wrapped in crispy seasoned golden breadcrumbs with a tender, juicy bite on the inside:

- **Beat a leading animal chicken nugget in a blind taste test 65% to 35%**¹
- **Use 55% less water, 24% less land, and generate 24% less GHG emissions** than animal chicken nuggets²
- **12g of protein** per 100g
- **25% less sodium** than animal chicken nuggets³

1. Based on a study of 214 participants in the U.K in January, 2022. For more information, please see impossiblefoods.com/gb-en/claims. 2. Compared to average animal-based manufacturing process production. For more information, please see impossiblefoods.com/gb-en/claims. 3. The UK's CoFID data on chicken nuggets have 1.1g salt while Impossible Nuggets have 0.8g salt and 10g protein per 80g serving.

GOOD FOR YOUR BUSINESS

We have a track record of creating strong business results for our partners. Consumer interest to try Impossible™ "Chicken" Nuggets in restaurants suggests having them on-menu will drive business:

80% of UK consumers claim they would be likely to visit a restaurant if it served Impossible™ Nuggets after tasting it.⁴

70% of UK consumers claim they would be likely to switch to restaurants that served Impossible™ Nuggets after tasting it.⁴

4. Based on a blind taste test study of 214 participants in the U.K. For more information, please see impossiblefoods.com/gb-en/claims.

REHEAT AND EAT

Impossible "Chicken" Nuggets come pre-cooked and are quick and easy to reheat in the deep fryer in under 3 minutes.

NUTRITION & INGREDIENTS

Nutrition Information		
	Per 100 g	Per portion of 4 nuggets (80 g)
Energy	967 kJ / 231 kcal	788 kJ / 188 kcal
Fat	11 g	9 g
Saturates	1.8 g	1.4 g
Carbohydrate	20 g	16 g
Sugars	1 g	0.8 g
Protein	12 g	10 g
Salt	1 g	0.8 g
Reference intake of an average adult (8,400 kJ / 2,000 kcal)		

Ingredients: Water, **Wheat** Flour, Plant Protein (16%)(**Soy**), **Soybean** Oil, Sunflower Oil, Yellow Corn Flour, Thickeners (Methylcellulose, Guar Gum), Spices, Salt, Starch, Enriched **Wheat** Flour (**Wheat** Flour, Niacin, Reduced Iron, Thiamine Mononitrate, Riboflavin, Folic Acid), Cultured Dextrose, Glutamates, Dextrose, Yeast Extract, Rice Flour, Modified Starch, Flavourings, **Wheat** Gluten, Colours (Paprika Extract, Curcumin), Maltodextrin, Dried Yeast, Raising Agents (Potassium Tartrates, Sodium Bicarbonate), Dextrin, Antioxidant (Mixed Tocopherols), Zinc Gluconate, Niacin (Vitamin B3), Calcium Pantothenate (Vitamin B5), Thiamine Hydrochloride (Vitamin B1), Pyridoxine Hydrochloride (Vitamin B6), Riboflavin (Vitamin B2), Vitamin B12.

SERVE IMPOSSIBLE "CHICKEN" NUGGETS

Request a sample from your rep.

Place an order with your distributor.

Item Code	Description	Pack Size
3000000025	Impossible™ "Chicken" Nuggets Made From Plants	4.5 kg case (2x 2.27 kg bags) (Approximately 228 Nuggets)

IMPOSSIBLE™ SAUSAGE PATTIES MADE FROM PLANTS



MEAT MADE FROM PLANTS

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PUT ME ON YOUR MENU

Impossible™ Sausage Patties Made From Plants are delicious, juicy, and made for meat lovers:

- Made with a **savory seasoning blend for a comforting and crave-worthy taste**
- **Use 88% less water, 77% less land, and generate 47% less GHG emissions** than sausage from pigs.¹
- **5.6g protein and 2.5g fibre** per patty

1. Compared to average animal-based manufacturing process production. For more information, please see impossiblefoods.com/eb-en/claims.

GOOD FOR YOUR BUSINESS

We have a track record of creating strong business results for our partners:

+68% Impossible™ menu items grew +68% at restaurants in the U.S. compared to just two years ago.²

63% of U.S. Impossible™ trialists would be more likely to visit a restaurant if they served Impossible menu items.³

+26% more U.S. sales than the leading U.S. competitor per restaurant location.⁴

2. Datassentials MenuTrends 2021, 3. Plant Based Meat State of Industry research commissioned by Impossible Foods, Jan 2021, 4. NPD Supply Track, September 2021

REHEAT AND EAT

Impossible Sausage Patties come pre-cooked and are quick and easy to reheat. Cook from frozen on the flat top, griddle, or in a convection or turbochef oven. Serve it for breakfast or anytime of day—in a sandwich or crumbled for breakfast burritos, bowls, omelets, quiche, and more.

NUTRITION & INGREDIENTS

Nutrition Information		
	Per 100 g	Per portion of 45 g
Energy	955 kJ / 230 kcal	424 kJ / 102 kcal
Fat	17 g	7.6 g
Saturates	6.5 g	2.9 g
Carbohydrate	3.6 g	1.6 g
Sugars	0 g	0 g
Fibre	5.5 g	2.5 g
Protein	13 g	5.6 g
Salt	1.1 g	0.5 g
Iron	2.4 mg (17% RI*)	1.1 mg (8% RI*)
*Reference intake of an average adult (8,400 kJ / 2,000 kcal)		

Ingredients: Water, Plant Protein (13%)(Soy), Sunflower Oil, Coconut Oil, Thickener (Methylcellulose), Spices, Yeast Extract, Cultured Dextrose, Salt, Modified Starch, Citric Acid, Flavours, Apple Extract, Cacao Extract, Antioxidant (Mixed Tocopherols), Zinc Gluconate, Niacin (Vitamin B3), Pyridoxine Hydrochloride (Vitamin B6), Riboflavin (Vitamin B2), Vitamin B12.

SERVE IMPOSSIBLE™ SAUSAGE

Request a sample from your rep.

Place an order with your distributor.

Item Code	Description	Pack Size
3000000029	45.4g Impossible™ Sausage Patties Made From Plants	4.5 kg case (2x 2.27 kg bags)

IMPOSSIBLE™

PRODUCT PORTFOLIO

Hi! We're Impossible Foods, and we make delicious meat, made from plants, for people who love eating meat. When our company was founded in 2011, we started with a simple question: "What makes meat taste like meat?" Then we took everything we know and love about meat and aimed to make it even better—using plants.

Impossible™ “Chicken” Nuggets Made From Plants

Impossible™ “Chicken” Nuggets Made From Plants are so good, they **beat a leading animal chicken nugget in a blind taste test 65% to 35%.**¹ They have a golden brown crispy breading on the outside and a tender, juicy bite on the inside—all 100% animal-free. Plus, they have 12g protein per 100g and 25% less salt than animal chicken nuggets.² Bonus: they're also better for the planet.³



Item Code	Description	Pack Size
3000000025	Impossible™ “Chicken” Nuggets Made From Plants	4.5 kg case (2x 2.27 kg bags) (Approximately 228 Nuggets)

Impossible™ Sausage Made From Plants

Impossible™ Sausage Patties Made From Plants are made for meat lovers, with a savory seasoning for a comforting and crave-worthy taste. They are packed with 5.6g protein, 2.5g fibre, and 1.1mg iron per patty. They're also way better for the planet: Impossible Sausage uses 77% less land, 88% less water, and generates 47% less greenhouse gas emissions than pork sausage.³



Item Code	Description	Pack Size
3000000029	45.4g Impossible™ Sausage Patties Made From Plants	4.5 kg case (2x 2.27 kg bags)

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2. The UK's CoFID data on chicken nuggets have 1.1g salt while Impossible Nuggets have 0.8g salt per 80g serving.

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