

IMPOSSIBLE™

PUT IT ON YOUR MENU



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 pound of Impossible Burger (instead of ground beef from cows) uses:



96% LESS LAND



87% LESS WATER



89% LESS EMISSIONS

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 Burger.

impossiblefoods.com/sellimpossible



MADE FROM PLANTS

GOOD FOR YOUR BUSINESS

Put Impossible products on your menu and watch them drive your sales revenue, foot traffic and brand perception.

Customers have experienced:

+26% YoY Impossible Burger sales, indicating new customer growth (Gott's Roadside)¹

+26% lift in sales in the first few weeks (Umami)²

+10% increase in check average³

69% more sales on average per location than leading competitor⁴

We're here to help. Whether it's training, guidelines, or marketing materials — our team has you covered. To see what we offer, check out ImpossibleFoods.com/FoodService.

MADE FOR EVERYONE

43M people in the US regularly eat plant-based proteins. Of those, 88% do not consider themselves vegan or vegetarian.

92% of Impossible consumers eat meat and dairy foods.

Holy \$#@!



SERVE IMPOSSIBLE

Request a sample from your rep.

Place an order with your distributor.

Reach out through impossiblefoods.com/sellimpossible

Item Codes	Description	Pack Size
60-00011	¼ lb Impossible Burger Patties	4x10 ¼ lb
60-00015	½ lb Impossible Burger Patties	4x8 ½ lb
60-00010	5 lb Impossible Burger Brick	4x5 5lb

THE IMPOSSIBLE DIFFERENCE

The sizzle and taste* of ground beef from cows, made from plants. Which means: all the things your consumers want, with none of the things they don't. Same amount of protein, 0 mg of cholesterol, and no animal antibiotics or hormones. It's also made with far fewer natural resources. Impossible: good for the planet and your business.

Nutrition Facts		80/20 Ground Beef	Impossible Burger		
Serving size		4 oz (113g)	4oz (113g)		
Amount per serving					
Calories		290	240		
	% Daily Value*		% Daily Value*		
Total Fat	23g	29%	14g	18%	
Saturated Fat	9g	45%	8g	40%	
Trans Fat	1.5g		0g		
Cholesterol	80mg	27%	0mg	0%	
Sodium	75mg	3%	370mg	16%	
Total Carbohydrate	0g	0%	9g	3%	
Dietary Fiber	0g	0%	3g	11%	
Total Sugars	0g		<1g		
Includes Added Sugars	0g	0%	<1g	1%	
Protein	19g	32%	19g	31%	
	Vitamin D	0.1mcg	0%	0mcg	0%
	Calcium	20mg	2%	170mg	15%
	Iron	2.2mg	10%	4mg	20%
	Potassium	310mg	6%	610mg	15%
	Thiamin	0.05mg	4%	28.24mg	2350%
	Riboflavin	0.17mg	15%	0.19mg	15%
	Niacin	4.8mg	30%	8.7mg	50%
	Vitamin B ₆	0.36mg	20%	0.35mg	20%
	Folate	10mcg DFE	2%	115mcg DFE	30%
	Vitamin B ₁₂	2.42mcg	100%	3.02mcg	130%
	Phosphorus	180mg	15%	180mg	15%
	Zinc	4.7mg	45%	5.4mg	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, Coconut Oil, Sunflower Oil, Natural Flavors, 2% Or Less Of: Potato Protein, Methylcellulose, Yeast Extract, Cultured Dextrose, Food Starch Modified, Soy Leghemoglobin, Salt, Mixed Tocopherols (Antioxidant), Soy Protein Isolate

Vitamins and Minerals: Zinc Gluconate, Thiamine Hydrochloride (Vitamin B1), Niacin, Pyridoxine Hydrochloride (Vitamin B6), Riboflavin (Vitamin B2), Vitamin B12

Contains: Soy



*In a home usage study of 254 consumers who cooked with the Impossible Burger, 70% thought the taste was comparable to or better than ground beef from cows and 77% thought it sizzled like ground beef from cows.

