



ALL ABOUT IMPOSSIBLE™ BEEF MEAT FROM PLANTS



At impossible Foods, we believe that meat doesn't have to come from animals – that's why we make delicious meat from plants. Impossible Beef is our best selling crowd pleaser that tastes like ground beef from cows ¹, so it's an excellent addition to your favorite menu items (tacos, nachos, soup, lasagna, salads or anyway you like!) as hosts, servers, and managers you might get questions from guests like "Are you sure these are made from plants?" Here is a cheat sheet that covers the most common ones:

WHAT IS IMPOSSIBLE BEEF?

Delicious meat made from plants for meat lovers! Impossible beef is loved by diners, food critics, and celebrities alike because it cooks and tastes like ground beef ¹ without the negative environmental impacts.

WHY SHOULD I TRY IMPOSSIBLE BEEF?

- It's unbelievably delicious.
- It's packed with 19g of protein per serving, contains 0mg cholesterol (6g saturated fat per serving) and it's a good source of vitamins and minerals.
- It contains no animal hormones or antibiotics.
- Everytime you eat Impossible Beef (instead of ground beef from cows) you use less water, generate less GHG emissions, and use less land ².

DOES IT CONTAIN ALLERGENS?

It contains soy but is Gluten Free, Kosher and Halal, If your guests have any questions, send them to ImpossibleFoods.com/FAQ or give them a Consumer Information handout.

HOW DOES IT COMPARE TO 80/20 GROUND BEEF NUTRITIONALLY?

Impossible Beef contains the same amount of protein as USDA 80/20 ground beef (19g) but has 40% less total fat, 33% less saturated fat ³ and 0mg cholesterol. Moreover Impossible Beef is also better for the planet.

HAVE MORE QUESTIONS?

Reach out anytime to: Hello@ImpossibleFoods.com
ImpossibleFoods.com/Foodservice

WHAT'S IN IT?

- Soy Protein Concentrate
- Sunflower Oil & Soybean Oil
- Heme (our secret ingredient that makes meat taste like meat)



IS IT VEGAN?

Impossible Beef is 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). It's delicious beef everyone can enjoy.

Note: 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).

Nutrition Facts	80/20 Ground Beef	Impossible Burger
Serving size	4 oz (113g)	4 oz (113g)
Amount per serving		
Calories	290	230
	% Daily Value*	% Daily Value*
Total Fat	23g 29%	13g 17%
Saturated Fat	9g 45%	6g 30%
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%	5g 18%
Total Sugars	0g	<1g
Includes Added Sugars	0g 0%	<1g 1%
Protein	19g 32%	19g 38%
Vitamin D	0.1mcg 0%	0mcg 0%
Calcium	20mg 2%	180mg 15%
Iron	2.2mg 10%	4mg 20%
Potassium	310mg 6%	700mg 15%
Thiamin	0.05mg 4%	0.46mg 40%
Riboflavin	0.17mg 15%	0.18mg 15%
Niacin	4.8mg 30%	9.2mg 60%
Vitamin B6	0.36mg 20%	0.34mg 20%
Folate	10mcg DFE 2%	85mcg DFE 20%
Vitamin B12	2.42mcg 100%	3.01mcg 130%
Phosphorus	180mg 15%	190mg 15%
Zinc	4.7mg 45%	5.5mg 50%

INGREDIENTS:

Ingredients: Water, Soy Protein Concentrate, Sunflower Oil, Coconut Oil, 2% Or Less Of: Natural Flavors, Methylcellulose, Cultured Dextrose, Food Starch Modified, Yeast Extract, Dextrose, Soy Leghemoglobin, Salt, Mixed Tocopherols (Antioxidant), L-Tryptophan, Soy Protein Isolate
Vitamins & Minerals: Zinc Gluconate, Niacin (Vitamin B3), Thiamine Hydrochloride (Vitamin B1), Pyridoxine Hydrochloride (Vitamin B6), Riboflavin (Vitamin B2), Vitamin B11
Contains: Soy

1. 70% of tasters said that Impossible Beef tastes as good if not better than ground beef from cows 87% said that cooking Impossible Beef was easier or easier than ground beef (Los Angeles CA HUT 2021, n=109 beef eating consumers) 2. Final LCA stats are pending. 3. USD 80/20 ground beef contains 19g of protein, 23 g total fat and 9g saturated fat per serving.



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IMPOSSIBLE™ BEEF FOH QUIZ

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



1. HOW WOULD YOU DESCRIBE IMPOSSIBLE BEEF?

- A. Delicious meat 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 Impossible [Foods.com/faq](https://www.impossiblefoods.com/faq).
- B. Give them an Impossible Beef Consumer Information handout.
- C. Both answers are correct.

3. THE PROTEIN IN IMPOSSIBLE BEEF COMES FROM WHAT SOURCE?

- A. Soy
- B. Wheat
- C. Sunflower
- D. Coconut

4. WHERE DOES THE FAT IN IMPOSSIBLE BEEF COME FROM?

- A. Cows and plants
- B. Canola oil and palm oil
- C. Sunflower oil and soy bean oil
- D. Yogurt and mayonnaise

5. COMPARED TO 80/20 GROUND BEEF, IMPOSSIBLE BEEF:

- A. Is packed with nutrients
- B. Has 0mg Cholesterol (6g saturated fat per serving)
- C. Has 40% less total fat and 33% less saturated fat
- D. All of the above

6. IMPOSSIBLE BEEF IS VEGAN

- A. True
- B. False

7. IMPOSSIBLE BEEF IS LAB MEAT

- C. True
- D. False

8. PICK THE CORRECT SUSTAINABILITY FACT ABOUT IMPOSSIBLE BEEF:

- A. Impossible beef requires as much water as ground beef from cows to produce
- B. Impossible beef requires less land area and water to produce than beef from cows, and generates fewer greenhouse gas emissions.
- C. Eating Impossible Beef instead of ground beef doesn't make an impact on the planet.
- D. Producing Impossible Beef uses more land than ground beef production does.

8. IMPOSSIBLE BEEF CONTAINS:

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

9. HOW MUCH PROTEIN DOES IMPOSSIBLE BEEF CONTAIN PER 4 OZ SERVING?

- A. 0g
- B. 5g
- C. 10g
- D. 19g



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