



# ALL ABOUT IMPOSSIBLE™ BEEF MADE FROM PLANTS

There's nothing quite like Impossible Beef. As hosts, servers and managers, you might get some questions from guests like, "Are you sure these are made from plants?"

Here's a training cheat sheet that covers the most common questions:

## WHAT IS IMPOSSIBLE BEEF?

It's meat made from plants that tastes unbelievably beefy and delicious.

## WHY SHOULD I TRY IMPOSSIBLE BEEF?

- It's unbelievably delicious.
- It's made from plants, is packed with 18.8 g of protein per 113g serving, and is a good source of iron and fibre with no animal hormones.
- It's better for the planet: it uses less land, less water, less GHG emissions than beef from cows produced in Australia.

## WHAT'S IN IT?

It's primarily made with soy protein, coconut oil, and sunflower oil — plus our magic ingredient: heme. Heme is a molecule found in all living things that gives meat (and our product) its unmistakably meaty flavor.

## DOES IT CONTAIN ALLERGENS?

It's plant-based, nut-free, and dairy-free. It contains soy.

## IS IT VEGAN?

Impossible Beef is made from plants, without any ingredients from animal sources. While it is safe for vegans to eat, Impossible Beef is made for everyone—especially meat eaters.

## INGREDIENTS

Water, Plant Protein (21%) (Soy), Sunflower Oil, Coconut Oil, Thickener (INS 461), Glutamic Acid, Natural Flavours, Cultured Dextrose, Modified Starch, Yeast Extract, Soy Leghemoglobin (genetically modified), Salt, Antioxidant (INS 307b), Vitamins and Minerals (Zinc Gluconate, Niacin (Vitamin B3), Thiamine Hydrochloride (Vitamin B1), Pyridoxine Hydrochloride (Vitamin B6), Riboflavin (Vitamin B2), Vitamin B12).  
Contains: Soy

## Nutrition Information, 2.3 kg Brick

NUTRITION INFORMATION			
Servings per package: 20			
Serving size: 113 g			
	Average Quantity per Serving	% Daily Intake* (per serving)	Average Quantity per 100g
Energy	953 kJ (228 kcal)	11%	843 kJ (202 kcal)
Protein	18.8 g	38%	16.7 g
Fat, total	12.8 g	18%	11.4 g
-saturated	5.9 g	25%	5.2 g
Carbohydrate	9.2 g	3%	8.2 g
-sugars	0.7 g	1%	0.6 g
Dietary fibre	5.4 g	18%	4.8 g
Sodium	367 mg	16%	325 mg
Potassium	668 mg		591 mg
% RDI (per serving)†			
Calcium	175.3 mg	22%	155.1 mg
Iron	4.0 mg	30%	3.5 mg
Thiamin (Vitamin B1)	0.18 mg	15%	0.16 mg
Riboflavin (Vitamin B2)	0.18 mg	12%	0.16 mg
Niacin	5.7 mg	50%	5.0 mg
Vitamin B6	0.34 mg	19%	0.3 mg
Vitamin B12	2.3 µg	100%	2.0 µg
Phosphorus	193.1 mg	19%	170.9 mg
Zinc	5.0 mg	35%	4.4 mg

\*Percentage of daily intakes are based on an average adult diet of 8700 kJ  
†Percentage recommended dietary intake (AU/NZ)

## Nutrition Information, 113 g Patties

NUTRITION INFORMATION			
Servings per package: 10			
Serving size: 113 g (1 patty)			
	Average Quantity per Serving	% Daily Intake* (per serving)	Average Quantity per 100g
Energy	953 kJ (228 kcal)	11%	843 kJ (202 kcal)
Protein	18.8 g	38%	16.7 g
Fat, total	12.8 g	18%	11.4 g
-saturated	5.9 g	25%	5.2 g
Carbohydrate	9.2 g	3%	8.2 g
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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).



# BEEF FOH QUIZ

Circle your answer choice and test your meaty smarts with our Impossible Foods quiz.

## 1. HOW WOULD YOU DESCRIBE IMPOSSIBLE BEEF?

- A. Plant-based meat that tastes unbelievably beefy and is better for the environment.
- 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 [ImpossibleFoods.com/faq](https://ImpossibleFoods.com/faq).
- B. Give them an Impossible Foods handout.
- C. Both answers are correct.

## 3. THE PROTEIN IN IMPOSSIBLE BEEF COMES FROM

### WHAT SOURCE?

- A. Coconut and beans
- B. Soy
- C. Potatoes and oats
- D. Heme and vegetables

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

- A. Cows and plants
- B. Canola oil and palm oil
- C. Coconut oil and sunflower oil
- D. Greek yogurt and butter

## 5. WHAT IS THE INGREDIENT THAT GIVES IMPOSSIBLE BEEF ITS MEATY FLAVOR?

- A. Beef
- B. Heme
- C. Soy
- D. Beans

## 6. YOU ARE ONLY ABLE TO MAKE BURGERS WITH IMPOSSIBLE BEEF.

- A. True
- B. False

## 7. IMPOSSIBLE BEEF IS "LAB MEAT."

- A. True
- B. False

## 8. IMPOSSIBLE BEEF COOKS LIKE BEEF MINCE, BUT IT IS MADE FROM PLANTS.

- A. True
- B. False

## 9. IS IMPOSSIBLE BEEF BOTH KOSHER & HALAL?

- A. Yes
- B. No

## 10. A SUSTAINABILITY FACT ABOUT IMPOSSIBLE BEEF:

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

## 11. IMPOSSIBLE BEEF CONTAINS:

- A. Animal hormones
- B. Antibiotics
- C. Dairy
- D. None of these

**12. HEME IS BEST DESCRIBED AS:.....**

- A. Beet juice
- B. FD&C Red No. 40
- C. A basic building block of life on Earth
- D. Tomato extract

**13. THE CORE MISSION OF IMPOSSIBLE FOODS IS:**

- A. To make the global food system more sustainable
- B. To make delicious foods without compromise
- C. To transform the global food system to be able to feed our growing global population
- D. All of the above

**14. IMPOSSIBLE BEEF CONTAINS NUTS.**

- A. True
- B. False

**15. WHAT WORDS CAN BE USED TO DESCRIBE IMPOSSIBLE BEEF?**

- A. Delicious
- B. Meaty
- C. Better for the Planet
- D. All of the Above

**16. WHY SHOULD A CARNIVORE ORDER IMPOSSIBLE BEEF?**

- A. It's packed with protein.
- B. It's made for meat lovers.
- C. It's delicious and better for the planet.
- D. All of the above

**100%  
DELICIOUS**

**MADE FOR  
MEAT  
LOVERS**





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