



ALL ABOUT IMPOSSIBLE™ BEEF MADE 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 crowd pleaser that tastes like ground beef from cows¹, 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 beef¹ with lower environmental impacts.

WHY SHOULD I TRY IMPOSSIBLE BEEF?

- It's unbelievably delicious.
- It's packed with 17g of protein per 100g serving, contains 0mg cholesterol (5g saturated fat per 100g serving) and it 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 produced in the US) you use less water, generate less GHG emissions, and use less land.²

DOES IT CONTAIN ALLERGENS?

Impossible Beef does contain soy. However, it does not have any gluten-containing ingredients. If your guests have any questions, send them to

<https://faq.impossiblefoods.com/hc/en-ca>

HOW DOES IT COMPARE TO REGULAR GROUND BEEF FROM COWS NUTRITIONALLY?

Impossible Beef contains the same amount of protein as regular ground beef from cows (17g) but has 55% less total fat, 45% less saturated fat³ and 0mg cholesterol. Moreover Impossible Beef is also better for the planet.

HAVE MORE QUESTIONS?

Reach out anytime to: [Hello@ImpossibleFoods.com](mailto>Hello@ImpossibleFoods.com) or <https://impossiblefoods.com/ca/sell-impossible>

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 from plants 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	
Valeur nutritive	
Per 1 burger (113 g) pour 1 burger (113 g)	
Calories 220	% Daily Value* % valeur quotidienne*
Fat / Lipides 13 g	17 %
Saturated / saturés 6 g	30 %
+ Trans / trans 0 g	
Carbohydrate / Glucides 9 g	
Fibre / Fibres 5 g	18 %
Sugars / Sucres 1 g	1 %
Protein / Protéines 19 g	
Cholesterol / Cholestérol 0 mg	
Sodium 370 mg	16 %
Potassium 700 mg	21 %
Calcium 175 mg	13 %
Iron / Fer 6 mg	33 %
Thiamine 0.45 mg	38 %
Riboflavin / Riboflavine 0.2 mg	15 %
Niacin / Niacine 9.5 mg	59 %
Vitamin B ₆ / Vitamine B ₆ 0.45 mg	26 %
Folate 90 µg DFE / ÉFA	23 %
Vitamin B ₁₂ / Vitamine B ₁₂ 3 µg	125 %
Pantothenate / Pantothénate 0.9 mg	18 %
Phosphorus / Phosphore 200 mg	16 %
Zinc 5.5 mg	50 %
*5% or less is a little, 15% or more is a lot *5% ou moins c'est peu, 15% ou plus c'est beaucoup	

Nutrition Facts	
Valeur nutritive	
Per 1/2 cup (100 g) pour 1/2 tasse (100 g)	
Calories 190	% Daily Value* % valeur quotidienne*
Fat / Lipides 11 g	15 %
Saturated / saturés 5 g	25 %
+ Trans / trans 0 g	
Carbohydrate / Glucides 8 g	
Fibre / Fibres 5 g	18 %
Sugars / Sucres 1 g	1 %
Protein / Protéines 17 g	
Cholesterol / Cholestérol 0 mg	
Sodium 330 mg	14 %
Potassium 600 mg	18 %
Calcium 150 mg	12 %
Iron / Fer 5 mg	28 %
Thiamine 0.4 mg	33 %
Riboflavin / Riboflavine 0.175 mg	13 %
Niacin / Niacine 8 mg	50 %
Vitamin B ₆ / Vitamine B ₆ 0.4 mg	24 %
Folate 80 µg DFE / ÉFA	20 %
Vitamin B ₁₂ / Vitamine B ₁₂ 2.65 µg	110 %
Pantothenate / Pantothénate 0.8 mg	16 %
Phosphorus / Phosphore 175 mg	14 %
Zinc 5 mg	45 %
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INGREDIENTS:

Ingredients: Water, Soy protein concentrate, Sunflower oil, Coconut oil, Sugars (cultured dextrose, dextrose), Methylcellulose, Glutamates, Modified plant starch, Yeast extract, Natural flavours, Soy leghemoglobin, Salt, Mixed tocopherols (antioxidant), L-Tryptophan, Soy protein isolate, Zinc gluconate, Ferric phosphate, Niacin (Vitamin B3), Calcium pantothenate (Vitamin B5), Pyridoxine hydrochloride (Vitamin B6), Thiamine hydrochloride (Vitamin B1), Riboflavin (Vitamin B2), Vitamin B12

Contains: Soy

1. 70% of U.S. tasters said that Impossible Beef tastes as good if not better than ground beef from cows, and 87% said that cooking Impossible Beef was easier or easier than ground beef (In-home use test conducted with 150 US consumers in Dec 2021).

2. Impossible Beef US LCA (2022).

3. Regular ground beef from cows contains 25g total fat and 10g saturated fat per serving. Impossible Beef has 11g total fat and 5g saturated fat per 100g 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 <https://faq.impossiblefoods.com/hc/en-ca>
- B. Tell them to send us a letter.
- 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 LAB MEAT

- A. True
- B. False

7. PICK THE CORRECT SUSTAINABILITY FACT ABOUT IMPOSSIBLE BEEF VS. GROUND BEEF PRODUCED IN THE U.S:

- 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 100G SERVING?

- A. 0g
- B. 5g
- C. 10g
- D. 17g



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