

IMPOSSIBLE™

GROUND PORK MEAT FROM PLANTS

The juicy, tender taste and texture you crave, made from plants! Impossible™ Pork is preferred 54% by consumers compared to ground pork¹.

Compared to USDA 70/30 ground pork², each 4oz serving of Impossible Pork provides:

- 18 g protein
- 37% fewer calories
- 59% less total fat
- 36% less saturated fat
- 0 mg cholesterol (7g total fat)
- Up to 31% more yield when cooked³

100%
DELICIOUS

✓ BOOST TRAFFIC

✓ ATTRACT NEW CUSTOMERS

✓ IMPROVE SAME STORE SALES



Visit ImpossibleFoods.com/Sell-Pork

1. In a blind taste test of 205 consumers in Hong Kong, 54% preferred Impossible Pork Meat From Plants to ground pork from pigs. 2. USDA 70/30 Ground Pork contains 350 calories, 32 g total fat, 11 g saturated fat, and 85 mg of cholesterol while Impossible Pork contains 220 calories, 13 g total fat, 7 g saturated fat, and 0 mg of cholesterol per 4 oz serving. 3. Depending on method of cooking, Impossible Pork yields 6% - 31% more cooked product than ground pork from pigs cooked at the same temperature.



GOOD FOR YOUR BUSINESS

We have a track record of creating strong business results for our partners. Putting Impossible™ products on your menu can boost your sales revenue, brand perception and foot traffic.

+55%

more sales than a leading competitor per restaurant location¹

+30%

increase in new product trial rate³

+26%

YoY sales, indicating new customer growth²

+125%

of sales goals achieved at launch⁴

1. NPD Supply Track, September 2021 2. Gott's Roadside data 3. Jamba data 4. 85°C Bakery Cafe data

COOK IT LIKE GROUND PORK FROM PIGS

Impossible Pork is made for any recipe that calls for ground pork—from chili to meatballs, dumplings, stir fry and much more. Impossible Pork works perfectly in traditional pork cooking methods (steam, boil, stir fry, braise/sear, deep fry, bake, grill, simmer) and is fully cooked when internal temperature reaches 160°F / 71°C.



MEAT MADE FROM PLANTS

Impossible Pork has a taste and sizzle you will love, made from plants. Brought to you by the team that made the Impossible™ Burger, Impossible Pork is a delicious alternative for people who love meat — or in this case, pork from a pig.

Nutrition Facts

9 servings per container
Serv. size 4 oz (113g)

Amount per serving
Calories 220

	% Daily Value*
Total Fat 13g	17%
Sat. Fat 7g	35%
<i>Trans Fat</i> 0g	
Cholest. 0mg	0%
Sodium 290mg	13%
Total Carb. 9g	3%
Fiber 4g	14%
Total Sugars <1g	
Incl. <1g Added Sugars	2%
Protein 18g	35%

Vit. D 0mcg 0%	Calcium 210mg 15%
Iron 2.7mg 15%	Potas. 660mg 15%
Thiamin 120%	Riboflavin 30%
Niacin 50%	Vit. B ₆ 35%
Folate 30%	Vit. B ₁₂ 190%
Phosphorus 15%	Zinc 40%

*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, 2% Or Less Of: Natural Flavors, Methylcellulose, Cultured Dextrose, Food Starch Modified, Dextrose, Salt, Soy Leghemoglobin, Mixed Tocopherols (Antioxidant), Soy Protein Isolate, L-Tryptophan
Vitamins and Minerals: Zinc Gluconate, Thiamine Hydrochloride (Vitamin B1), Niacin, Pyridoxine Hydrochloride (Vitamin B6), Riboflavin (Vitamin B2), Vitamin B12

Contains: Soy

RESOURCES FOR YOU

We're here to help.

Get the latest (and greatest) resources to make the most of our products in your restaurant. Whether it's training, menu guidelines, culinary tips, or in-store marketing materials — we've got you covered.

ImpossibleFoods.com/Foodservice

SERVE IMPOSSIBLE PORK

Request a **sample** from your rep.

Place an **order** with your distributor.

Reach out through

ImpossibleFoods.com/Sell-Pork

Item Code	Description	Pack Size
60-00028	Impossible Pork 2.2 lb Brick	6 X 2.2 lbs (13.2 lbs)



Highly Confidential: Do Not Distribute.

5. Based on a blind taste test of 200 consumers in Hong Kong in April 2021, Impossible Pork Made From Plants was preferred more than ground pork from pigs and scored higher than ground pork from pigs on all attributes tested, including overall liking, appearance liking, flavor liking, texture liking and purchase intent