

# IMPOSSIBLE™

## FOOD SERVICE SELL SHEETS — US



# FS CHICKEN NUGGETS



# CHICKEN NUGGETS MEAT FROM PLANTS



**BOOST  
TRAFFIC**



**ATTRACT NEW  
CUSTOMERS**



**IMPROVE  
SAME STORE  
SALES**

## PUT ME ON YOUR MENU

The irresistibly crispy and meaty texture your family craves, made from plants! Impossible™ Chicken Nuggets have a crispy golden exterior, a juicy white interior and are specifically designed for restaurant deep fryers. Ready in under 3 minutes, these convenient and delicious nuggets are perfect for lunch, dinner, appetizers and kids meals.

**COMPARED TO ANIMAL CHICKEN NUGGETS, <sup>1</sup>  
EACH 80g SERVING OF IMPOSSIBLE CHICKEN  
NUGGETS PROVIDES :**

- 10g protein
- 25% less total fat
- 40% less saturated fat
- 0mg cholesterol

Request a sample of Impossible Chicken Nuggets and see why they beat out a leading animal nugget in a taste test!<sup>2</sup>



[\*\*ImpossibleFoods.com/Sell-Chicken\*\*](https://ImpossibleFoods.com/Sell-Chicken)

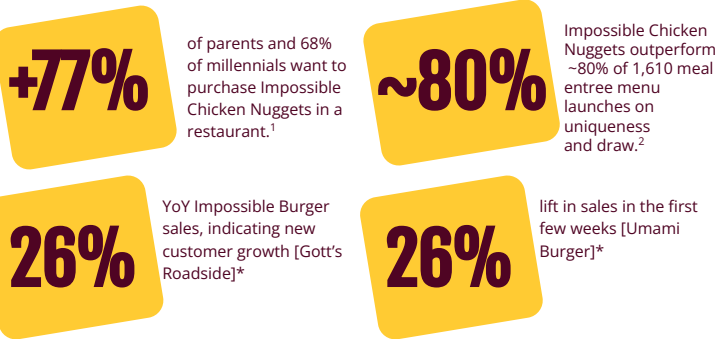
1. USDA Chicken Nuggets contain 12 g total fat and 2.5 g of saturated fat while Impossible Chicken Nuggets Meat From Plants contain 9 g total fat and 1.5 g of saturated fat per 80 g serving.  
2. In a blind taste test in Irving, TX, of 201 meat-eating consumers, many of whom regularly eat plant-based products, 74% preferred Impossible Chicken Nuggets served in restaurants over animal chicken nuggets from a leading supplier.

**PARTNER  
LOGO HERE**



# GOOD FOR YOUR BUSINESS

We have a track record of creating strong business results for our partners, and consumer interest to try Impossible™ Chicken Nuggets in restaurants suggests having them on-menu will drive interest and business:



1 & 2 Source: SCORES Concept Test with Impossible Chicken Nuggets in restaurants, June 2021, n=1049 gen pop \*Stats represent Impossible™ Burger.

# BETTER TASTING

Impossible Chicken Nuggets served in restaurants were **preferred 74% to 26%** in a head to head comparison with a leading animal chicken nugget<sup>3</sup>.

They also scored higher on net favorability across Nugget appearance liking, flavor liking, and texture liking than a leading animal chicken nugget.

3. In a blind taste test in Irving, TX, of 201 meat-eating consumers, many of whom regularly eat plant-based products, 74% preferred Impossible Chicken Nuggets served in restaurants over animal chicken nuggets from a leading supplier.

# FULLY COOKED AND READY TO EAT

Wrapped in seasoned golden breadcrumbs and specifically designed for restaurant deep fryers, Impossible Chicken Nuggets magically deliver the taste and texture kids and families crave at lunch, dinner or anytime in between!



# MEAT MADE FROM PLANTS

At Impossible Foods, we believe that delicious meat doesn't have to come from animals. In 2011, we cracked the code on what makes meat taste like meat— using plants, vitamins, nutrients and our rockstar ingredient heme. Since then, our products have won awards, industry acclaim and a cult-like following. That's meat on a mission.

Nutrition Facts	
about 57 servings per container	
Serving size	4 pieces (80g)
Amount per serving	
Calories	180
% Daily Value*	
Total Fat 9g	12%
Saturated Fat 1.5g	8%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 330mg	14%
Total Carbohydrate 16g	6%
Dietary Fiber 2g	7%
Total Sugars 1g	
Includes 0g Added Sugars	0%
Protein 10g	16%
Vitamin D 0mcg	0%
Calcium 80mg	6%
Iron 1.2mg	6%
Potassium 430mg	10%
Thiamin	15%
Riboflavin	10%
Niacin	25%
Vitamin B <sub>6</sub>	8%
Folate	20%
Vitamin B <sub>12</sub>	35%
Pantothenic Acid	10%
Phosphorus	10%
Zinc	20%
*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, Wheat Flour, Soy Protein Concentrate, Soybean Oil, Sunflower Oil, 2% or Less Of: Potato Starch, Methylcellulose, Salt, Natural Flavors, Yellow Corn Flour, Cultured Dextrose, Wheat Gluten, Yeast Extract, Dried Onion, Dried Garlic, Dextrose, Spices, Food Starch Modified, Paprika and Turmeric Extract (for color), Leavening (Cream of Tartar, Sodium Bicarbonate), Garlic Powder, Onion Powder, Corn Starch, Dried Yeast, Wheat Starch, Dextrin, Mixed Tocopherols (Antioxidant), Guar Gum

**Vitamins and Minerals:** Zinc Gluconate, Niacin (Vitamin B3), Calcium Pantothenate (Vitamin B5), Thiamine Hydrochloride (Vitamin B1), Pyridoxine Hydrochloride (Vitamin B6), Riboflavin (Vitamin B2), Vitamin B12.

**Contains:** Soy, Wheat

# RESOURCES FOR YOU

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](https://impossiblefoods.com/foodservice)

# SERVE IMPOSSIBLE CHICKEN NUGGETS

Request a **sample** from your rep.  
Place an **order** with your distributor.  
Reach out through [ImpossibleFoods.com/Sell-Chicken](https://impossiblefoods.com/Sell-Chicken)

Item Code	Description	Pack Size
60-00031	Impossible™ Chicken Nuggets	10lb (2 x 5lb) (Approximately 228 Nuggets)





# FS CHICKEN NUGGETS

## WHOLE GRAIN

# IMPOSSIBLE™

## WHOLE GRAIN CHICKEN NUGGETS MEAT FROM PLANTS

FULLY COOKED



40% less saturated fat & 25% less sodium vs animal nuggets<sup>1</sup>



Original Impossible™ Chicken Nuggets Meat from Plants preferred 74% to 26% over chicken nuggets served in restaurants made by a leading supplier.<sup>3</sup>



### DELICIOUS & CONVENIENT

Impossible Foods brings a family favorite to your menu with Impossible Chicken Nuggets Meat From Plants, now with a new whole grain breading. Impossible Chicken Nuggets, Whole Grain, are a convenient and delicious meal time solution. They are fully cooked and can be reheated in a variety of cooking methods, including but not limited to conventional oven, convection oven, and/or microwave. Impossible Chicken Nuggets, Whole Grain, are made to have the great taste like the animal chicken nuggets you love!

### PACKED WITH NUTRIENTS

Impossible Chicken Nuggets, Whole Grain, have all the things you love from nuggets, with less of the things they don't. Each serving of 5 Impossible Nuggets has 14g of protein, 0mg of cholesterol and 40% less saturated fat than nuggets from a chicken.<sup>1</sup>

## INTERESTED IN RECEIVING A SAMPLE?

Visit [impossiblefoods.com/schools](https://impossiblefoods.com/schools)

### BETTER FOR THE PLANET

When compared to a nuggets from a chicken, Impossible Chicken Nuggets use<sup>3</sup>:



**48%**  
Less  
Land



**43%**  
Less  
Water



**36%**  
Less GHG  
Emissions

### ABOUT IMPOSSIBLE FOODS

Our mission is to make meat from plants, with all the sizzle and taste consumers love. What makes our products so uniquely delicious? Thoughtfully-sourced and familiar ingredients, such as soy protein, coconut oil, and sunflower oil, to make meat from plants that is better for our planet.

1. USDA school lunch, whole grain animal chicken nuggets contain 2.5g saturated fat and 490 mg sodium while Impossible Chicken Nuggets, Whole Grain, contain 1.5g saturated fat and 320 mg sodium per 95g serving (5 nuggets)

2. Based on a blind taste test in Irving, TX of 201 meat-eating consumers, many of whom regularly eat plant-based products.

3. Impossible Foods ISO-Conformant Life Cycle Assessment Report: Comparative Chicken Nugget Life Cycle Assessment (2021) compares original Impossible Chicken Nuggets Meat From Plants served in food service establishments to a chicken-based nugget delivered pre-cooked and frozen to a distributor for food service establishments.

Product Information	
Item Description	Impossible™ Chicken Nuggets Meat From Plants, Whole Grain
Item Number	3000000077
GTIN	00816697020562
Outer Case, Pack Size	10 lbs
Inner Pack Size	2 x 5 lb bags
Individual Unit Size	0.67 oz
Shelf Life	
Frozen (from manufacture)	15 months (450 days)
Refrigerated (once thawed)	N/A - keep frozen

Case / Pallet Information	
Case Dimensions (LxWxH)	12.75" x 9.75" x 8.125"
Case Cube	0.585 ft³
Case Net Weight	10 lbs
Case Gross Weight	11.01 lbs
TI x HI = Cases / Pallet	15 x 9 = 135
Pallet Dimensions (LxWxH)	48" x 40" x 78.13"
Pallet Net Weight	1,350 lbs
Pallet Gross Weight (w/ Pallet)	1,543 lbs
Pallet Cube	86.81 ft³

Nutrition Facts	
48 servings per container	
Serving size	5 pieces (95g)
Amount per serving	
Calories	230
% Daily Value*	
Total Fat 11g	14%
Saturated Fat 1.5g	8%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 320mg	14%
Total Carbohydrate 18g	7%
Dietary Fiber 4g	14%
Total Sugars <1g	
Includes <1g Added Sugars	2%
Protein 14g	24%
Vitamin D 0mcg	0%
Calcium 130mg	10%
Iron 2.1mg	10%
Potassium 600mg	15%
Thiamin	25%
Riboflavin	15%
Niacin	40%
Vitamin B6	15%
Folate	25%
Vitamin B12	20%
Pantothenic Acid	15%
Phosphorus	15%
Zinc	25%
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**Ingredients:** Water, Soy Protein Concentrate, Whole Wheat Flour, Soybean Oil, Sunflower Oil, 2% Or Less Of: Methylcellulose, Natural Flavors, Whole Grain Yellow Corn Flour, Salt, Soy Protein Isolate, Cultured Dextrose, Potato Starch, Dextrose, Yeast Extract, Food Starch Modified, Wheat Gluten, Enriched Wheat Flour (Niacin, Reduced Iron, Thiamine Mononitrate, Riboflavin, Folic Acid), Garlic Powder, Onion Powder, Leavening (Cream of Tartar, Sodium Bicarbonate), Rice Flour, Spices, Sugar, Dried Yeast, Mixed Tocopherols (Antioxidant), Paprika Extract (for color)  
**Vitamins and Minerals:** Zinc Gluconate, Niacin (Vitamin B3), Calcium Pantothenate (Vitamin B5), Thiamine Hydrochloride (Vitamin B1), Pyridoxine Hydrochloride (Vitamin B6), Riboflavin (Vitamin B2), Vitamin B12.  
**Contains:** Soy, Wheat



Highly Confidential: Do Not Distribute.

# K12 CHICKEN NUGGETS

## WHOLE GRAIN



# IMPOSSIBLE™

NOW IN  
SCHOOLS!

# WHOLE GRAIN CHICKEN NUGGETS MEAT FROM PLANTS

FULLY  
COOKED



40% less saturated fat & 25% less sodium  
vs animal nuggets<sup>1</sup>



Original Impossible™ Chicken Nuggets Meat  
from Plants preferred 74% to 26% over  
chicken nuggets served in restaurants made  
by a leading supplier.<sup>3</sup>

## DELICIOUS & CONVENIENT

Impossible Foods brings a family favorite to your menu with Impossible Chicken Nuggets Meat From Plants, now with a new whole grain breading. Impossible Chicken Nuggets, Whole Grain, are a convenient and delicious meal time solution. They are fully cooked and can be reheated in a variety of cooking methods, including but not limited to conventional oven, convection oven, and/or microwave. Impossible Chicken Nuggets, Whole Grain, are made to have the great taste like the animal chicken nuggets you love!

## PACKED WITH NUTRIENTS

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## BETTER FOR THE PLANET

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**48%**  
Less  
Land



**43%**  
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Water



**36%**  
Less GHG  
Emissions

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1. USDA school lunch, whole grain animal chicken nuggets contain 2.5g saturated fat and 490 mg sodium while Impossible Chicken Nuggets, Whole Grain, contain 1.5g saturated fat and 320 mg sodium per 95g serving (5 nuggets)

2. Based on a blind taste test in Irving, TX of 201 meat-eating consumers, many of whom regularly eat plant-based products.

3. Impossible Foods ISO-Conformant Life Cycle Assessment Report: Comparative Chicken Nugget Life Cycle Assessment (2021) compares original Impossible Chicken Nuggets Meat From Plants served in food service establishments to a chicken-based nugget delivered pre-cooked and frozen to a distributor for food service establishments.

Product Information	
Item Description	Impossible™ Chicken Nuggets Meat From Plants, Whole Grain
Item Number	3000000077
GTIN	00816697020562
Outer Case, Pack Size	10 lbs
Inner Pack Size	2 x 5 lb bags
Individual Unit Size	0.67 oz

Shelf Life	
Frozen (from manufacture)	15 months (450 days)
Refrigerated (once thawed)	N/A - keep frozen

Case / Pallet Information	
Case Dimensions (LxWxH)	12.75" x 9.75" x 8.125"
Case Cube	0.585 ft³
Case Net Weight	10 lbs
Case Gross Weight	11.01 lbs
Tl x Hl = Cases / Pallet	15 x 9 = 135
Pallet Dimensions (LxWxH)	48" x 40" x 78.13"
Pallet Net Weight	1,350 lbs
Pallet Gross Weight (w/ Pallet)	1,543 lbs
Pallet Cube	86.81 ft³

Nutrition Facts	
48 servings per container	
Serving size	5 pieces (95g)
Amount per serving	
Calories	230
% Daily Value*	
Total Fat 11g	14%
Saturated Fat 1.5g	8%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 320mg	14%
Total Carbohydrate 18g	7%
Dietary Fiber 4g	14%
Total Sugars <1g	
Includes <1g Added Sugars	2%
Protein 14g	24%
Vitamin D 0mcg	0%
Calcium 130mg	10%
Iron 2.1mg	10%
Potassium 600mg	15%
Thiamin	25%
Riboflavin	15%
Niacin	40%
Vitamin B6	15%
Folate	25%
Vitamin B12	20%
Pantothenic Acid	15%
Phosphorus	15%
Zinc	25%

\*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.

IMPOSSIBLE® Whole Grain Chicken Nuggets Meat From Plants, CN number: 100582  
(3000000077)

CN		100582	
CN	Five 0.67 oz Impossible® Whole Grain Chicken Nuggets Meat From Plants made with Soy Protein Concentrate and Soy Protein Isolate provides 2.00 oz equivalent meat alternate and 0.75 oz grains for the Child Nutrition Meal Pattern Requirements. (Use of this logo and statement authorized by the Food and Nutrition Services, USDA 10/23).		CN
CN			

Copy not for documenting federal meal requirements



**Ingredients:** Water, Soy Protein Concentrate, Whole Wheat Flour, Soybean Oil, Sunflower Oil, 2% Or Less Of: Methylcellulose, Natural Flavors, Whole Grain Yellow Corn Flour, Salt, Soy Protein Isolate, Cultured Dextrose, Potato Starch, Dextrose, Yeast Extract, Food Starch Modified, Wheat Gluten, Enriched Wheat Flour (Niacin, Reduced Iron, Thiamine Mononitrate, Riboflavin, Folic Acid), Garlic Powder, Onion Powder, Leavening (Cream of Tartar, Sodium Bicarbonate), Rice Flour, Spices, Sugar, Dried Yeast, Mixed Tocopherols (Antioxidant), Paprika Extract (for color)  
**Vitamins and Minerals:** Zinc Gluconate, Niacin (Vitamin B3), Calcium Pantothenate (Vitamin B5), Thiamine Hydrochloride (Vitamin B1), Pyridoxine Hydrochloride (Vitamin B6), Riboflavin (Vitamin B2), Vitamin B12.  
**Contains:** Soy, Wheat



Highly Confidential: Do Not Distribute.

INTERESTED IN RECEIVING A SAMPLE?  
 Visit [impossiblefoods.com/schools](https://impossiblefoods.com/schools)

# FS CHICKEN TENDERS



# CHICKEN TENDERS MEAT FROM PLANTS



**BOOST  
TRAFFIC**



**ATTRACT NEW  
CUSTOMERS**



**IMPROVE  
SAME STORE  
SALES**

## PUT ME ON YOUR MENU

The irresistibly crispy and meaty texture your family craves, made from plants! Impossible™ Chicken Tenders have a deliciously crispy golden coating and a tender, juicy, white meat interior. Ready in 2 minutes, these convenient and versatile tenders are perfect for salads, wraps, sandwiches, and more.

### Impossible Chicken Tenders have:

- Low in saturated fat
- No cholesterol
- No animal antibiotics

## BETTER FOR THE PLANET

Impossible Chicken Tenders use less land, less water, and generate less greenhouse gases than chicken tenders made from animals.<sup>1</sup>



**49%**

Less  
Land



**44%**

Less  
Water



**36%**

Less GHG  
Emissions



Request a sample of Impossible Chicken Tenders to see why they're so good!

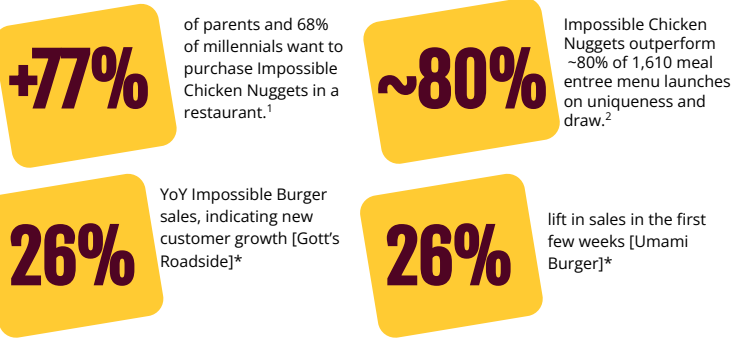
[ImpossibleFoods.com/Sell-Chicken](https://ImpossibleFoods.com/Sell-Chicken)

1. Based on a Life Cycle Assessment comparing Impossible Chicken Nuggets Meat From Plants with animal-based chicken nuggets (ISO Conformant; WSP 2021).



# GOOD FOR YOUR BUSINESS

We have a track record of creating strong business results for our partners. Consumer interest to try our first chicken SKU, Impossible Chicken Nuggets, suggests having Impossible Chicken Products on your menu will drive interest and business:



1 & 2 Source: SCORES Concept Test with Impossible Chicken Nuggets in restaurants, June 2021, n=1049 gen pop \*Stats represent Impossible™ Burger

# BETTER TASTING

We also deliver on taste, and have had great results with our current chicken products in food service.

Our Impossible Chicken Nuggets served in restaurants were **preferred 74% to 26%** in a head-to-head comparison with a leading animal chicken nugget<sup>3</sup>.

3. In a blind taste test in Irving, TX, of 201 meat-eating consumers, many of whom regularly eat plant-based products, 74% preferred Impossible Chicken Nuggets served in restaurants over animal chicken nuggets from a leading supplier.

# FULLY COOKED & READY TO EAT

Wrapped in seasoned golden breadcrumbs and ready for restaurant deep fryers, Impossible Chicken Tenders magically deliver the taste and texture that kids and adults crave at lunch, dinner, or anytime in between!

# SUGGESTED PREPARATION

Preheat deep fryer to 365°F. Fry for approximately 2 minutes, or until golden brown.

# Nutrition Facts

about 53 servings per container	
<b>Serving size</b>	<b>2 pieces (85g)</b>
<b>Amount per serving</b>	
<b>Calories</b>	<b>180</b>
<b>% Daily Value*</b>	
<b>Total Fat</b> 9g	<b>12%</b>
Saturated Fat 1g	<b>5%</b>
Trans Fat 0g	
Polyunsaturated Fat 3.5g	
Monounsaturated Fat 4g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 430mg	<b>19%</b>
<b>Total Carbohydrate</b> 15g	<b>5%</b>
Dietary Fiber 4g	<b>14%</b>
Includes 0g Added Sugars	<b>0%</b>
<b>Protein</b> 11g	<b>20%</b>
<b>Vitamin D</b> 0mcg	<b>0%</b>
<b>Calcium</b> 110mg	<b>8%</b>
<b>Iron</b> 1.7mg	<b>10%</b>
<b>Potassium</b> 530mg	<b>10%</b>
<b>Thiamin</b>	<b>25%</b>
<b>Riboflavin</b>	<b>10%</b>
<b>Niacin</b>	<b>35%</b>
<b>Vitamin B<sub>6</sub></b>	<b>10%</b>
<b>Folate</b>	<b>20%</b>
<b>Vitamin B<sub>12</sub></b>	<b>25%</b>
<b>Pantothenic Acid</b>	<b>6%</b>
<b>Zinc</b>	<b>20%</b>

\*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, Wheat Flour, Sunflower Oil, 2% Or Less Of: Food Starch Modified, Soybean Oil, Potato Starch, Methylcellulose, Salt, Natural Flavors, Cultured Dextrose, Yeast Extract, Dextrose, Dried Onion, Dried Garlic, Wheat Gluten, Spices, Yellow Corn Flour, Sugar, Garlic Powder, Onion Powder, Leavening (Cream of Tartar, Sodium Bicarbonate), Dried Yeast, Paprika Extract (for color), Mixed Tocopherols (Antioxidant)

**Vitamins & Minerals:** Zinc Gluconate, Niacin (Vitamin B3), Calcium Pantothenate (Vitamin B5), Thiamine Hydrochloride (Vitamin B1), Pyridoxine Hydrochloride (Vitamin B6), Riboflavin (Vitamin B2), Vitamin B12

**Contains:** Soy, Wheat.

# RESOURCES FOR YOU

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](https://ImpossibleFoods.com/Foodservice)

- Request a **sample** from your rep.
- Place an **order** with your distributor.
- Reach out through [ImpossibleFoods.com](https://ImpossibleFoods.com)

Item Code	Description	Pack Size
3000000093	Impossible™ Chicken Tenders	10lb (2 x 5lb) (Approximately 106 Tenders)

# FS UNBREADED CHICKEN FILLETS



# UNBREADED CHICKEN FILLETS

## MEAT FROM PLANTS



**BOOST  
TRAFFIC**



**ATTRACT NEW  
CUSTOMERS**



**IMPROVE  
SAME STORE  
SALES**

### PUT ME ON YOUR MENU

Impossible Unbreaded Chicken Fillets Meat From Plants brings Impossible Foods' most versatile chicken SKU to food service operators. Enjoy our tender, juicy, delicious plant-based chicken as you would a chicken breast - served in a grilled chicken sandwich, smothered in tomato sauce and baked as a delicious chicken parm, sliced and stir fried with veggies, or battered and fried in a crispy chicken sandwich - the options are endless.

#### Impossible Unbreaded Chicken Fillets have:

- **19g of protein per 108g fillet**
- **No saturated fat**
- **5g fiber (total fat 5g) per 108g fillet**
- **No cholesterol**

### SUGGESTED PREPARATION

Fully cooked, reheat thoroughly to an internal temperature of 145°F.

Equipment varies. Adjust cooking times as needed.

- **Grill:** Heat grill over high heat and oil grates. Place fillets on grill and flip every 4-6 minutes until they are fully reheated.
- **Flat Top:** Heat surface over medium-high heat and add oil to coat surface. Place fillets on surface and flip every 4-6 minutes until they are fully reheated.
- **Oven:** Preheat oven to 350°F and bake until fillets are fully reheated.
- **Bread and Fry:** cook settings will depend on the bread and fry system, please contact your Impossible rep for tips and suggestions.

Serve while hot and fresh for best results.



Request a sample of Impossible Unbreaded Chicken Fillets to see why they're so good!

[ImpossibleFoods.com/Sell-Chicken](https://impossiblefoods.com/Sell-Chicken)

1. Compared to typical animal-based manufacturing process production. Based on a Life Cycle Assessment for Impossible Chicken Nuggets Meat From Plants. For more information, visit <https://impossiblefoods.com/gb-en/claims>.

# GOOD FOR YOUR BUSINESS

We have a track record of creating strong business results for our partners. Consumer interest to try our first chicken SKU, Impossible Chicken Fillets, suggests having our product on your menu will drive interest and business:

+77%

of parents and 68% of millennials want to purchase Impossible Chicken Nuggets in a restaurant.<sup>1</sup>

~80%

Impossible Chicken Nuggets outperform ~80% of 1,610 meal entree menu launches on uniqueness and draw.<sup>2</sup>

26%

YoY Impossible Burger sales, indicating new customer growth [Gott's Roadside]\*

26%

lift in sales in the first few weeks [Umami Burger]\*

1 & 2 Source: SCORES Concept Test with Impossible Chicken Nuggets in restaurants, June 2021, n=1049 gen pop \*Stats represent Impossible™ Burger

# BETTER TASTING

We deliver on taste and have had great results with our current chicken products in food service.

**76% of consumers prefer Impossible's Unbreaded Chicken Fillet over a leading plant-based competitor (Gardein).<sup>3</sup>**

3. Based on a blind taste test with 156 consumers from the greater Chicago area in April 2023

# FULLY COOKED & READY TO EAT

Savory and delicious with a juicy, meaty texture, Impossible Unbreaded Chicken Fillets magically deliver the taste and texture that chicken lovers crave!



Nutrition Facts	
about 42 servings per container	
Serving size	1 fillet (108g)
Amount per serving	
Calories	170
% Daily Value*	
Total Fat 5g	6%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 430mg	19%
Total Carbohydrate 12g	4%
Dietary Fiber 5g	18%
Total Sugars <1g	
Includes <1g Added Sugars	2%
Protein 19g	39%
Vitamin D 0mcg	0%
Calcium 210mg	15%
Iron 2.9mg	15%
Potassium 850mg	20%
Thiamin 0.43mg	35%
Riboflavin 0.31mg	25%
Niacin 7.4mg	45%
Vitamin B <sub>6</sub> 0.32mg	20%
Folate 85mcg DFE	20%
Vitamin B <sub>12</sub> 2.7mcg	110%
Pantothenic Acid 1mg	20%
Phosphorus 250mg	20%
Zinc 4.8mg	45%
*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, Sunflower Oil, 2% Or Less Of: Methylcellulose, Natural Flavors, Cultured Dextrose, Salt, Dextrose, Food Starch Modified, Dried Onion, Dried Garlic, Yeast Extract, Spices, Mixed Tocopherols (Antioxidant)  
**Vitamins and Minerals:** Zinc Gluconate, Niacin (Vitamin B3), Calcium Pantothenate (Vitamin B5), Thiamine Hydrochloride (Vitamin B1), Pyridoxine Hydrochloride (Vitamin B6), Riboflavin (Vitamin B2), Vitamin B12  
**Contains:** Soy



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- Reach out through [ImpossibleFoods.com](https://ImpossibleFoods.com)

Item Code	Description	Pack Size
3000000132	Impossible Unbreaded Chicken Fillets	10 lb case containing 2 x 5 lb bags (~21 fillets per bag)



# FS STEAK BITES

# IMPOSSIBLE®

## STEAK BITES

### MEAT FROM PLANTS



- ✓ 80% less saturated fat than cooked animal sirloin steak<sup>1</sup>
- ✓ 2x the protein daily value of a leading plant-based steak bites competitor<sup>2</sup>
- ✓ Outperform the competition when it comes to succulent, meaty flavor<sup>3</sup>

### DELICIOUS, CONVENIENT, & VERSATILE

Impossible® Steak Bites bring the meaty flavor you love without the cow. Enhance your menu offerings with our versatile, savory plant-based steak bites. Perfect for a wide range of dishes—from tacos and salads to stir-fries and sandwiches—these meaty bites will delight your customers and elevate their dining experience.



### PACKED WITH NUTRIENTS

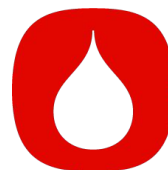
Impossible Steak Bites deliver on taste without any sacrifices on nutrition. With 21g of protein per 3 oz serving, at 37% daily value, Impossible Steak Bites have more than twice the protein percentage daily value than a leading plant-based competitor.<sup>2</sup> Impossible Steak Bites have no cholesterol and 80% less saturated fat than cooked animal sirloin steak.<sup>1</sup>

### BETTER FOR THE PLANET

When compared to steak from cows, Impossible Steak Bites use:<sup>4</sup>



**94%**  
Less  
Land



**94%**  
Less  
Water



**93%**  
Less GHG  
Emissions

### MEAT ON A MISSION

People love steak. After all, it's delicious. That's why we made Impossible Steak Bites Meat From Plants. They're nutrient-packed, deliciously meaty, and just happen to be better for the planet. We call that a win-win.

1. USDA cooked, broiled animal beef sirloin steak contains 3g saturated fat per 85g serving, whereas Impossible Steak Bites Meat From Plants contains 0.5g per 85g serving. Impossible Steak Bites have 7g total fat per serving. 2. Impossible Steak Bites have 37% daily value of protein vs. a leading plant-based competitor at 15% DV. 3. Results based on a September 2024 blind taste test with 102 beef consumers in Illinois who were open to trying steak bites. 4. Impossible Steak Bites LCA, October 2024.

Product Information	
Item Description	Impossible™ Steak Bites Meat From Plants, Frozen, Fully Cooked, 2 x 4 lb Bags, 8lb Case
Item Number	3000000266
GTIN	00816697021385
Outer Case, Pack Size	8 lbs (2 x 4lb bags)
Inner Pack Type + Size	4 lb pillow pouch
Third Party Certifications	Kosher, Halal <i>pending</i>
Self Certifications	Gluten Free, Non-GMO
Shelf Life	
Frozen (from manufacture)	365 days
Refrigerated (once thawed)	N/A - keep frozen

Case / Pallet Information	
Case Dimensions (LxWxH)	15.25" x 10.375" x 6.125"
Case Cube	0.561 ft <sup>3</sup>
Case Net Weight	8 lbs
Case Gross Weight	9 lbs
TI x HI = Cases / Pallet	10 x 10 = 100
Pallet Dimensions (LxWxH)	48" x 40" x 66.25"
Pallet Net Weight	800 lbs
Pallet Gross Weight (w/ Pallet)	940 lbs
Pallet Cube	63.145 ft <sup>3</sup>



INTERESTED IN RECEIVING A SAMPLE?

Reach out at [impossiblefoods.com/sell-impossible](https://impossiblefoods.com/sell-impossible)



Highly Confidential: Do Not Distribute.

Nutrition Facts	
About 43 servings per container	
<b>Serving size</b>	<b>3 oz (85g)</b>
Amount per serving	
<b>Calories</b>	<b>170</b>
% Daily Value*	
<b>Total Fat</b> 7g	<b>9%</b>
Saturated Fat 0.5g	<b>3%</b>
<i>Trans</i> Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 420mg	<b>18%</b>
<b>Total Carbohydrate</b> 6g	<b>2%</b>
Dietary Fiber 3g	<b>11%</b>
Total Sugars <1g	
Includes <1g Added Sugars	<b>2%</b>
<b>Protein</b> 21g	<b>37%</b>
Vitamin D 0mcg	0%
Calcium 150mg	10%
Iron 3.1mg	15%
Potassium 320mg	6%
Thiamin	30%
Riboflavin	20%
Niacin	45%
Vitamin B <sub>6</sub>	25%
Folate	20%
Vitamin B <sub>12</sub>	80%
Phosphorus	10%
Zinc	35%
*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 Isolate, Sunflower Oil, Natural Flavors, 2% Or Less Of: Tapioca Starch, Yeast Extract, Sodium Alginate, Calcium Carbonate, Dextrose, Cultured Dextrose, Spices, Vegetable Juice Color, Glucono Delta Lactone, Garlic Powder, Cooked Apple Juice Powder, Onion Powder, Mixed Tocopherols (Antioxidant), L-Tryptophan, Salt, Vitamins and Minerals (Zinc Gluconate, Niacin (Vitamin B3), Thiamine Hydrochloride (Vitamin B1), Pyridoxine Hydrochloride (Vitamin B6), Riboflavin (Vitamin B2), Vitamin B12).

**Contains:** Soy

# FS BEEF



# IMPOSSIBLE™

## GROUND BEEF MEAT FROM PLANTS



**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 also love the planet, and are looking for a better way to enjoy their favorite foods. So we made our cult-classic Impossible™ Beef. It's a 1:1 substitute for ground beef in any dish, but has 40% less fat<sup>1</sup>, 0mg cholesterol (6g saturated fat per serving) and is way better for the planet.

### 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 Beef.

**MADE FOR  
MEAT  
LOVERS**

[ImpossibleFoods.com/Sell-Impossible](https://ImpossibleFoods.com/Sell-Impossible)

1. USDA 80/20 ground beef contains 23 g total fat while Impossible Burger contains 13g total fat per 4 oz serving.



**GLUTEN FREE**

**PARTNER  
LOGO HERE**



## 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 location<sup>1</sup>

**26%**

YoY sales, indicating new customer growth<sup>2</sup>

**30%**

increase in new product trial rate<sup>3</sup>

**125%**

of sales goals achieved at launch<sup>4</sup>

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

## PACKED WITH NUTRIENTS

Compared to 80/20 ground beef<sup>1</sup>, a 4 oz serving of Impossible Beef has:

- The same amount of protein (19g)
- 40% less total fat and 33% less saturated fat
- 0mg cholesterol (6g saturated fat)
- Good source of fiber (13g total fat)
- Gluten free, Kosher, Halal Certified
- No animal hormones or antibiotics

## 1:1 SUBSTITUTE FOR GROUND BEEF IN ANY RECIPE

Impossible Beef cooks<sup>2</sup> & handles<sup>3</sup> like ground beef from cows so you can add it in popular menu items like tacos, burger, lasagna, dumplings, soups -- the possibilities are endless. Impossible Beef also provides up to 28% more yield than animal ground beef<sup>4</sup>, so you get more bang for your buck!



1. USDA 80/20 ground beef contains 19g protein, 23g total fat and 9g saturated fat while Impossible™ Burger Meat From Plants contains 19g protein, 13g total fat and 6g saturated fat per 4 oz serving. 2. 87% of surveyed participants reported that cooking Impossible™ Burger was about the same or easier than ground beef. (Los Angeles, California, HUT 2021, n=109 beef-eating consumers) 3. 84% of surveyed participants reported that forming and handling of Impossible™ Burger was as easy or easier than ground beef (Los Angeles, California, HUT 2021, n=109 beef-eating consumers) 4. Based on internal and manufacturing site testing, 2021

## MEAT MADE FROM PLANTS

At Impossible Foods, we believe that delicious meat doesn't have to come from animals. In 2011, we cracked the code on what makes meat taste like meat — using plants, vitamins, nutrients and our rockstar ingredient heme. Since then, our products have won awards, industry acclaim and a cult-like following. That's meat on a mission.

**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 B12

## SERVE IMPOSSIBLE BEEF

Request a sample from your rep.

Place an order with your distributor.

Reach out through  
[ImpossibleFoods.com/Sell-Impossible](https://ImpossibleFoods.com/Sell-Impossible)

We're here to help.

Whether it's training, guidelines, or marketing materials — our team has you covered. To see what resources and support we offer, check out  
[ImpossibleFoods.com/Foodservice](https://ImpossibleFoods.com/Foodservice)

Item Code	Description	Pack Size
60-00010	5 lb Impossible Beef Brick	4 x 5 lb
60-00011	¼ lb Impossible Burger Patties	4 x 10 ¼ lb
3000000133	½ lb Impossible Indulgent Burger Patties	4 x 8 ½ lb
3000000038	2.8oz RTE Impossible Burger Patties	2 x 5 lb



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# FS RTE BURGER PATTIES



# IMPOSSIBLE™

## RTE BURGER PATTIES MEAT FROM PLANTS

FULLY  
COOKED



**85%** of customers who order an Impossible Burger said they are likely to order it again within the next 3 months.<sup>1</sup>



**66%** of customers who order Impossible Foods menu items said it improved their overall perception of the chain.<sup>1</sup>



**63%** of Impossible™ trialists would be more likely to visit a restaurant if they served Impossible menu items.<sup>2</sup>

### DELICIOUS & CONVENIENT

Impossible Burger is meat made from plants for everyone who loves eating meat. These Impossible™ Burger Patties are fully cooked and can be reheated in a variety of cooking methods, including but not limited to conventional oven, convection oven, and/or microwave. Just reheat from frozen and they're ready to eat!

### PACKED WITH NUTRIENTS

Impossible Burger has all the things you love from meat, with less of the things you don't. Each 2.8oz Impossible™ patty has 14g of protein, 0mg of cholesterol and 35% less fat than 80/20 ground beef.<sup>3</sup>

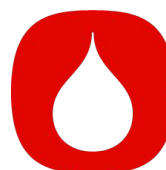


### BETTER FOR THE PLANET

When compared to a burger from cows, an Impossible Burger uses<sup>4</sup>:



**96%**  
Less  
Land



**92%**  
Less  
Water



**91%**  
Less GHG  
Emissions

### ABOUT IMPOSSIBLE FOODS

Our mission is to make meat from plants, with all the sizzle and taste consumers love. What makes our products so uniquely delicious? Thoughtfully-sourced ingredients, like heme. **Heme** is a protein molecule found in every plant and animal, and it's what makes meat taste like "meat".

1. Nov 2021 - Feb 2022 Impossible x MFour "In the Wild FS" Consumer Survey, n=859 (Gen), n=323 (Triers). 2. Plant Based Meat State of Industry research commissioned by Impossible Foods, Jan 2021. 3. USDA cooked, broiled 80/20 beef patties contain 14g of total fat while the fully cooked Impossible Burger Patties contain 9g total fat per 2.8oz patty. 4. Impossible Foods Life Cycle Assessment of Impossible Burger, Amendment for Impossible Beef and Impossible Meatballs, ISO compliant; WSP, 2022.



Product Information	
Item Description	Impossible™ Burger Patties Meat from Plants, 2.8 oz Patties, Fully Cooked
Item Number	3000000038
GTIN	00816697020449
Outer Case, Pack Size	10 lbs
Inner Pack Size	2 x 5 lb bags
Individual Unit Size	2.8 oz

Shelf Life	
Frozen (from manufacture)	450 days
Refrigerated (once thawed)	N/A - keep frozen

Case / Pallet Information	
Case Dimensions (LxWxH)	16.81" x 11.81" x 5.69"
Case Cube	0.654 ft³
Case Net Weight	10 lbs
Case Gross Weight	11.06 lbs
TI x HI = Cases / Pallet	8 x 12 = 96
Pallet Dimensions (LxWxH)	48" x 40" x 73.25"
Pallet Net Weight	960 lbs
Pallet Gross Weight (w/ Pallet)	1,121 lbs
Pallet Cube	81.39 ft³

## Nutrition Facts

57 servings per container

**Serving size** 1 patty (79g)

Amount per serving

**Calories** 170

% Daily Value\*

**Total Fat** 9g 12%

Saturated Fat 4g 20%

Trans Fat 0g

**Cholesterol** 0mg 0%

**Sodium** 220mg 10%

**Total Carbohydrate** 6g 2%

Dietary Fiber 3g 11%

Total Sugars <1g

Includes <1g Added Sugars 0%

**Protein** 14g 28%

Vitamin D 0mcg 0%

Calcium 110mg 8%

Iron 1.9mg 10%

Potassium 370mg 8%

Thiamin 0.32mg 25%

Riboflavin 0.23mg 20%

Niacin 6.3mg 40%

Vitamin B<sub>6</sub> 0.26mg 15%

Folate 55mcg DFE 15%

Vitamin B<sub>12</sub> 2.29mcg 100%

Phosphorus 130mg 10%

Zinc 3mg 25%

\*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.



## INTERESTED IN RECEIVING A SAMPLE?

Visit [impossiblefoods.com/sell-impossible](https://impossiblefoods.com/sell-impossible)

**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 and Minerals:**

Zinc Gluconate, Niacin (Vitamin B3), Thiamine Hydrochloride (Vitamin B1), Pyridoxine Hydrochloride (Vitamin B6), Riboflavin (Vitamin B2), Vitamin B12

**Contains:** Soy



Highly Confidential: Do Not Distribute.

# FS INDULGENT BURGER PATTIES

# IMPOSSIBLE™

## INDULGENT BURGER PATTIES

### MEAT FROM PLANTS



**BOOST  
TRAFFIC**



**ATTRACT NEW  
CUSTOMERS**



**IMPROVE SAME  
STORE SALES**

## MEAT ON A MISSION

People love meat - after all, it's delicious. But they also love the planet, and are looking for a better way to enjoy their favorite foods. So, in addition to our delicious original ¼ lb Impossible Burgers™, we're introducing Impossible™ Indulgent Burger Patties, a ½ lb patty that's thicker, juicier, and beefier than our original Impossible Burger.<sup>1</sup> It's a 1:1 animal beef burger substitute, but has 40% less total fat<sup>2</sup>, 0mg cholesterol (27 g total fat and 17g saturated fat per serving) and is way better for the planet.

## ANY WAY YOU WANT IT

Grilled, cooked in a cast iron, or on a stainless steel pan - if you know how to cook animal beef patties, you know how to cook Impossible Indulgent Burger Patties.

Visit

[ImpossibleFoods.com/Sell-Impossible](https://ImpossibleFoods.com/Sell-Impossible)



**GLUTEN FREE**



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1. Based on a blind taste test of 205 premium ground beef consumers from the greater Chicago Area in February 2023 2. USDA 70/30 animal ground beef has 45 grams of total fat while Impossible Indulgent Burger Patties Meat From Plants have 27 grams of total fat per 151g serving (1 patty)



## 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 location<sup>1</sup>

**26%**

YoY sales, indicating new customer growth<sup>2</sup>

**30%**

increase in new product trial rate<sup>3</sup>

**125%**

of sales goals achieved at launch<sup>4</sup>

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

## PACKED WITH NUTRIENTS

An Impossible Indulgent Burger Patty (5.3 oz serving) has:

- 22g protein per serving
- 40% less total fat than 70/30 beef from cows<sup>5</sup>
- 0mg cholesterol (27g total fat, 17g saturated fat) per serving
- Good source of fiber
- Kosher and Halal Certified
- Gluten free
- No animal hormones or antibiotics

5. USDA 70/30 animal ground beef has 45 grams of total fat while Impossible Indulgent Burger Patties Meat From Plants have 27 grams of total fat per 151g serving (1 patty)

## 1 : 1 SUBSTITUTE FOR GROUND BEEF PATTIES

Grill up Impossible Indulgent Burger Patties like you would beef patties from cows. Whether it be a classic burger with lettuce, cheese, and tomato, or a more indulgent burger with caramelized onions and truffle aioli, the burger builds are endless. Impossible Indulgent Burger Patties also provides 20% more yield than animal ground beef, so you get more bang for your buck!<sup>6</sup>

6. Based on internal culinary validation vs 73/27 animal ground beef in February 2023

## MEAT MADE FROM PLANTS

At Impossible Foods, we believe that delicious meat doesn't have to come from animals. In 2011, we cracked the code on what makes meat taste like meat — using plants, vitamins, nutrients and our rockstar ingredient heme. Since then, our products have won awards, industry acclaim and a cult-like following. That's meat on a mission.

### Nutrition Facts

32 servings per container  
Serving size 1 patty (151g)

Amount per serving  
**Calories 380**

% Daily Value\*

Total Fat 27g	35%
Saturated Fat 17g	85%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 420mg	18%
Total Carbohydrate 12g	4%
Dietary Fiber 7g	25%
Total Sugars <1g	
Includes <1g Added Sugars	0%
Protein 22g	43%
Vitamin D 0mcg	0%
Calcium 250mg	20%
Iron 4.9mg	25%
Potassium 1120mg	25%
Thiamin 0.57mg	50%
Riboflavin 0.18mg	15%
Niacin 10.5mg	70%
Vitamin B <sub>6</sub> 0.6mg	35%
Folate 125mcg DFE	30%
Vitamin B <sub>12</sub> 3.47mcg	140%
Phosphorus 290mg	25%
Zinc 7.5mg	70%

\*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: Methylcellulose, Cultured Dextrose, Food Starch Modified, Dextrose, Yeast Extract, Soy Leghemoglobin, Salt, Mixed Tocopherols (Antioxidant), Soy Protein Isolate, L-Tryptophan

**Vitamins and Minerals:** Zinc Gluconate, Niacin (Vitamin B3), Pyridoxine Hydrochloride (Vitamin B6), Thiamine Hydrochloride (Vitamin B1), Riboflavin (Vitamin B2), Vitamin B12

**Contains: Soy**

## SERVE IMPOSSIBLE INDULGENT BURGER PATTIES

Request a sample from your rep.

Place an order with your distributor.

Reach out through  
[ImpossibleFoods.com/Sell-Impossible](https://ImpossibleFoods.com/Sell-Impossible)

We're here to help.

Whether it's training, guidelines, or marketing materials — our team has you covered. To see what resources and support we offer, check out  
[ImpossibleFoods.com/Foodservice](https://ImpossibleFoods.com/Foodservice)

Item Code	Description	Pack Size
3000000133	10.66 lb Impossible Indulgent Burger Patties	4 x 42.64 oz (8 x 5.33oz)



Highly Confidential: Do Not Distribute.



# **K12 BURGER PATTIES FULLY COOKED**

# IMPOSSIBLE™

## BURGER PATTIES MEAT FROM PLANTS

### DELICIOUS & CONVENIENT

Impossible Burger is meat made from plants for everyone who loves eating meat. These Impossible™ Burger Patties are fully cooked and can be reheated in a variety of cooking methods, including but not limited to conventional oven, convection oven, and/or microwave. Just reheat from frozen and they're ready for students to eat!

### PACKED WITH NUTRIENTS

Impossible Burger has all the things kids love from meat, with less of the things they don't. Each 2.8oz Impossible™ patty has 14g of protein and provides 2 M/MA credits, with 0mg of cholesterol (4g saturated fat per serving) and 35% less fat than 80/20 ground beef.<sup>2</sup>



**CN LABELED**



80% of kids are familiar with climate change. Nearly 9 in 10 say it's important for them to do something to stop it.<sup>1</sup>



Increase school lunch participation while helping students fight for the planet with each delicious bite.



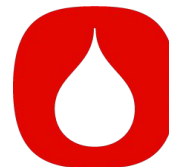
CN labeled M/MA component is great for meal pattern monotony breakers and a la carte options.

### BETTER FOR THE PLANET

When compared to a burger from cows, an Impossible Burger uses<sup>3</sup>:



**96%**  
Less  
Land



**92%**  
Less  
Water



**91%**  
Less GHG  
Emissions

### About Impossible Foods

Our mission is to make meat from plants, with all the sizzle and taste consumers love. What makes our products so uniquely delicious? Thoughtfully-sourced ingredients, like heme. **Heme** is a protein molecule found in every plant and animal, and it's what makes meat taste like "meat".



**IMPOSSIBLE**

Highly Confidential: Do Not Distribute.

1. Impossible Foods x Smarty Pants - Kids Environmental Study - April 2021 - n=1,200 kids ages 5-18 years old. 2. USDA cooked, broiled 80/20 beef patties contain 14g of total fat while the fully cooked Impossible Burger Patties contain 9g total fat per 2.8oz patty. 3. Impossible Foods Life Cycle Assessment of Impossible Burger, Amendment for Impossible Beef and Impossible Meatballs, ISO compliant; WSP, 2022.

Product Information	
Item Description	Impossible™ Burger Patties Meat from Plants, 2.8 oz Patties, Fully Cooked
Item Number	3000000038
GTIN	00816697020449
Outer Case, Pack Size	10 lbs
Inner Pack Size	2 x 5 lb bags
Individual Unit Size	2.8 oz

Shelf Life	
Frozen (from manufacture)	450 days
Refrigerated (once thawed)	N/A - keep frozen

Case / Pallet Information	
Case Dimensions (LxWxH)	16.81" x 11.81" x 5.69"
Case Cube	0.654 ft³
Case Net Weight	10 lbs
Case Gross Weight	11.06 lbs
Tl x Hl = Cases / Pallet	8 x 12 = 96
Pallet Dimensions (LxWxH)	48" x 40" x 73.25"
Pallet Net Weight	960 lbs
Pallet Gross Weight (w/ Pallet)	1,121 lbs
Pallet Cube	81.39 ft³

## Nutrition Facts

57 servings per container  
**Serving size** 1 patty (79g)

**Amount per serving**  
**Calories** **170**

% Daily Value*	
<b>Total Fat</b> 9g	<b>12%</b>
Saturated Fat 4g	<b>20%</b>
Trans Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 220mg	<b>10%</b>
<b>Total Carbohydrate</b> 6g	<b>2%</b>
Dietary Fiber 3g	<b>11%</b>
Total Sugars <1g	
Includes <1g Added Sugars	<b>0%</b>
<b>Protein</b> 14g	<b>28%</b>
Vitamin D 0mcg	<b>0%</b>
Calcium 110mg	<b>8%</b>
Iron 1.9mg	<b>10%</b>
Potassium 370mg	<b>8%</b>
Thiamin 0.32mg	<b>25%</b>
Riboflavin 0.23mg	<b>20%</b>
Niacin 6.3mg	<b>40%</b>
Vitamin B <sub>6</sub> 0.26mg	<b>15%</b>
Folate 55mcg DFE	<b>15%</b>
Vitamin B <sub>12</sub> 2.29mcg	<b>100%</b>
Phosphorus 130mg	<b>10%</b>
Zinc 3mg	<b>25%</b>

\*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, 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 and Minerals:** Zinc Gluconate, Niacin (Vitamin B3), Thiamine Hydrochloride (Vitamin B1), Pyridoxine Hydrochloride (Vitamin B6), Riboflavin (Vitamin B2), Vitamin B12  
**Contains:** Soy



## INTERESTED IN RECEIVING A SAMPLE?

Visit [impossiblefoods.com/sell-impossible](https://impossiblefoods.com/sell-impossible)



Highly Confidential: Do Not Distribute.

# FS SAUSAGE



# IMPOSSIBLE™

## SAUSAGE MEAT FROM PLANTS



**BOOST  
TRAFFIC**



**ATTRACT NEW  
CUSTOMERS**



**IMPROVE SAME  
STORE SALES**

### MEAT ON A MISSION

The comforting, craveworthy taste of sausage, made from plants. Impossible™ Sausage Meat From Plants is pre-seasoned, pre-cooked and perfect for breakfast — or any time of the day. Delicious and juicy, Impossible Sausage Patties are perfect for a breakfast plate or in a breakfast sandwich.

### PACKED WITH NUTRIENTS

Compared to pork sausage patties<sup>1</sup>, Impossible Sausage has:

- **6g protein per 45g serving**
- **0 mg cholesterol**
- **60% less total fat**
- **45% fewer calories**

So you can feel good about serving something that tastes good.



1. The leading pork sausage has 190 calories, 18 g total fat, 6 g saturated fat, 5 g protein, 25 mg cholesterol, while Impossible Sausage has 100 calories, 7 g total fat, 2.5 g saturated fat, 0 mg cholesterol, per 45g patty.

Visit [ImpossibleFoods.com/SellSausage](https://ImpossibleFoods.com/SellSausage)

PARTNER  
LOGO HERE



## GOOD FOR YOUR BUSINESS

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

**+26%**

more sales than a leading competitor per restaurant location<sup>1</sup>

**+26%**

increase in new product trial rate<sup>3</sup>

**+10%**

YoY sales, indicating new customer growth<sup>2</sup>

**69**

**%**

of sales goals achieved at launch<sup>4</sup>

1. NPD Supply Track, September 2021 2. Gott's Roadside data 3. 7-Eleven data 4. 85°C Bakery Cafe data

## EASY BACK OF HOUSE

Impossible Sausage patties arrive pre-formed and pre-cooked, but can be thawed and prepared quickly and conveniently in any dish that calls for sausage—breakfast or otherwise.

## SERVE IMPOSSIBLE SAUSAGE

Request a **sample** from your rep.

Place an **order** with your distributor.

Reach out through

[ImpossibleFoods.com/Sell-Sausage](https://ImpossibleFoods.com/Sell-Sausage)



## MEAT MADE FROM PLANTS

Brought to you by the team that made the Impossible Burger. What gives Impossible products their uniquely meaty flavor? Thoughtfully-sourced ingredients, like heme. Impossible Sausage: delicious, better for the planet, and made for people who love meat—or in this case, sausage.

### Nutrition Facts

100 servings per container	
<b>Serving size</b>	<b>1 patty (45g)</b>
<b>Amount per serving</b>	
<b>Calories</b>	<b>100</b>
<b>% Daily Value*</b>	
<b>Total Fat</b> 7g	<b>9%</b>
Saturated Fat 2.5g	<b>13%</b>
Trans Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 310mg	<b>13%</b>
<b>Total Carbohydrate</b> 4g	<b>1%</b>
Dietary Fiber 1g	<b>4%</b>
Total Sugars 0g	
Includes 0g Added Sugars	<b>0%</b>
<b>Protein</b> 6g	<b>11%</b>
Vitamin D 0mcg	0%
Calcium 70mg	6%
Iron 1.3mg	8%
Potassium 180mg	4%
Thiamin 0.05mg	4%
Riboflavin 0.12mg	10%
Niacin 4.1mg	25%
Vitamin B <sub>6</sub> 0.13mg	8%
Folate 30mcg DFE	8%
Vitamin B <sub>12</sub> 1.28mcg	50%
Phosphorus 80mg	6%
Zinc 2.4mg	20%

\*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, Sunflower Oil, Coconut Oil, 2% Or Less Of: Methylcellulose, Salt, Yeast Extract, Cultured Dextrose, Spices, Food Starch Modified, Onion Powder, Dextrose, Garlic Powder, Natural Flavors, Citric Acid, Soy Leghemoglobin, Mixed Tocopherols (Antioxidant), Soy Protein Isolate  
**Vitamins and Minerals:** Zinc Gluconate, Niacin (Vitamin B3), 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](https://ImpossibleFoods.com/Foodservice)

Item Code	Description	Pack Size
60-00022	1.6 oz Impossible Sausage Patties	2 x 5 lb bags



Highly Confidential: Do Not Distribute.

# FS PORK



# 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 pork<sup>1</sup>.

Compared to USDA 70/30 ground pork<sup>2</sup>, 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 cooked<sup>3</sup>

**100%**  
DELICIOUS

✓ **BOOST  
TRAFFIC**

✓ **ATTRACT NEW  
CUSTOMERS**

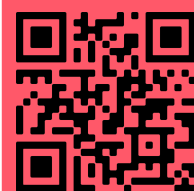
✓ **IMPROVE SAME  
STORE SALES**



Visit [ImpossibleFoods.com/Sell-Pork](https://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.

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# 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 location<sup>1</sup>

**+30%**

increase in new product trial rate<sup>3</sup>

**+26%**

YoY sales, indicating new customer growth<sup>2</sup>

**+125%**

of sales goals achieved at launch<sup>4</sup>

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	
<b>Calories</b>	<b>220</b>
	<b>% Daily Value*</b>
<b>Total Fat</b> 13g	<b>17%</b>
<b>Sat. Fat</b> 7g	<b>35%</b>
<i>Trans Fat</i> 0g	
<b>Cholest.</b> 0mg	<b>0%</b>
<b>Sodium</b> 290mg	<b>13%</b>
<b>Total Carb.</b> 9g	<b>3%</b>
<b>Fiber</b> 4g	<b>14%</b>
<b>Total Sugars</b> <1g	
<b>Incl. &lt;1g Added Sugars</b>	<b>2%</b>
<b>Protein</b> 18g	<b>35%</b>

Vit. D 0mcg 0%

Calcium 210mg 15%

Iron 2.7mg 15%

Potas. 660mg 15%

Thiamin 120%

Riboflavin 30%

Niacin 50%

Vit. B<sub>6</sub> 35%

Folate 30%

Vit. B<sub>12</sub> 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

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[ImpossibleFoods.com/Foodservice](https://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](https://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

# FS MEATBALLS



# MEATBALLS

## MEAT FROM PLANTS



**BOOST  
TRAFFIC**



**ATTRACT NEW  
CUSTOMERS**



**IMPROVE SAME  
STORE SALES**

### Put Me on Your Menu

A comforting family classic, made from plants! We took the meaty texture and juicy flavor from our award-winning best sellers, and combined them to create irresistibly delicious, nutrient-rich and fully-cooked meatballs. Chefs love them because they're ready to eat, diners love them because of their mouthwatering taste.

**Compared to leading beef-pork meatballs, each 85g serving of Impossible Meatballs provides:**

- 12 g protein
- 0mg of cholesterol (14g of total fat)
- 25% less sodium<sup>1</sup>
- No animal hormones or antibiotics
- Gluten free

[ImpossibleFoods.com/Sell-Meatballs](https://ImpossibleFoods.com/Sell-Meatballs)

### Ready To Eat

Impossible Meatballs are pre-formed, perfectly seasoned and fully cooked so they can be easily added to a variety of dishes—no extra labor needed! From spaghetti and meatballs to subs, beef with broccoli, soup, and Swedish-style dishes, the possibilities are endless.



1. A leading animal meatball contains 590 mg sodium while Impossible Meatballs Made From Plants contains 440 mg sodium per 85g serving.

PARTNER  
LOGO HERE



## 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:



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

## EASY BACK OF HOUSE

Impossible Meatballs are pre-formed, fully cooked and ready to heat so you can easily create timeless classics that your guests love without any extra prep work! Improve your kitchen efficiency and increase speed to plate with our ready-to-eat meatballs.

Add them to pastas and soups, on sandwiches or in Asian, Italian and Swedish dishes. They're also great as an appetizer! Impossible Meatballs should be cooked from frozen and heated directly in the oven or in sauce.



## MEAT MADE FROM PLANTS

Impossible Meatballs deliver a juicy, meaty texture consumers are looking for, while also providing a hassle-free BOH cooking experience for your staff. Brought to you by the team that made the Impossible™ Burger, Impossible Meatballs are a delicious alternative for everyone who loves meat—or in this case, meatballs.

### Nutrition Facts

53 servings per container  
Serving size 3 meatballs (85g)

Amount per serving	Calories 210
	% Daily Value*
Total Fat 14g	18%
Saturated Fat 3.5g	18%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 440mg	19%
Total Carbohydrate 9g	3%
Dietary Fiber 2g	7%
Total Sugars 0g	
Includes 0g Added Sugars	0%
Protein 12g	25%
Vitamin D 0mcg	0%
Calcium 100mg	8%
Iron 2.2mg	10%
Potassium 380mg	8%
Thiamin 0.19mg	15%
Riboflavin 0.15mg	10%
Niacin 5.5mg	35%
Vitamin B <sub>6</sub> 0.26mg	15%
Folate 150mcg DFE	40%
Vitamin B <sub>12</sub> 1.77mcg	70%
Phosphorus 140mg	10%
Zinc 2.7mg	25%

\*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, Sunflower Oil, Coconut Oil, 2% Or Less Of: Methylcellulose, Dried Onion, Dried Garlic, Soy Protein Isolate, Yeast Extract, Spices, Food Starch Modified, Natural Flavors, Cultured Dextrose, Salt, Dextrose, Soy Leghemoglobin, Citric Acid, Hydrolyzed Soy Protein, Mixed Tocopherols (Antioxidant), L-tryptophan

**Vitamins & Minerals:** Zinc Gluconate, Niacin (Vitamin B3), Thiamine Hydrochloride (Vitamin B1), Pyridoxine Hydrochloride (Vitamin B6), Riboflavin (Vitamin B2), Vitamin B12

**Contains:** Soy  
Meatballs are set in soybean oil

## RESOURCES FOR YOU

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](https://ImpossibleFoods.com/Foodservice)

## SERVE IMPOSSIBLE MEATBALLS

**Request a sample** from your rep.

**Place an order** with your distributor.

**Reach out** through

[ImpossibleFoods.com/Sell-Meatballs](https://ImpossibleFoods.com/Sell-Meatballs)

Item Code	Description	Pack Size
3000000006	1 oz Meatballs	10 lbs (net) 10.78 lbs (gross)

Highly Confidential: Do Not Distribute.





# K12 MEATBALLS



**BOOST  
TRAFFIC**



**ATTRACT NEW  
CUSTOMERS**



**IMPROVE SAME  
STORE SALES**

# MEATBALLS MEAT FROM PLANTS

## Put Me on Your Menu

A comforting family classic, made from plants! We took the meaty texture and juicy flavor from our award-winning best sellers, and combined them to create irresistibly delicious, nutrient-rich and fully-cooked meatballs. Chefs love them because they're ready to eat, diners love them because of their mouthwatering taste.

**Compared to leading beef-pork meatballs, each 85g serving of Impossible Meatballs provides:**

- 12 g protein
- 0mg of cholesterol (14g of total fat)
- 25% less sodium<sup>1</sup>
- No animal hormones or antibiotics
- Gluten free

[ImpossibleFoods.com/Sell-Meatballs](https://ImpossibleFoods.com/Sell-Meatballs)

## Ready To Eat

Impossible Meatballs are pre-formed, perfectly seasoned and fully cooked so they can be easily added to a variety of dishes—no extra labor needed! From spaghetti and meatballs to subs, beef with broccoli, soup, and Swedish-style dishes, the possibilities are endless.



1. A leading animal meatball contains 590 mg sodium while Impossible Meatballs Made From Plants contains 440 mg sodium per 85g serving.

PARTNER  
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Highly Confidential: Do Not Distribute.

## 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 location<sup>1</sup>

**30%**

increase in new product trial rate<sup>3</sup>

**26%**

YoY sales, indicating new customer growth<sup>2</sup>

**125%**

of sales goals achieved at launch<sup>4</sup>

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

## EASY BACK OF HOUSE

Impossible Meatballs are pre-formed, fully cooked and ready to heat! They should be cooked from frozen and heated directly in the oven or in sauce.

## RESOURCES FOR YOU

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](https://ImpossibleFoods.com/Foodservice)

## MEAT MADE FROM PLANTS

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### Nutrition Facts

53 servings per container  
Serving size 3 meatballs (85g)

Amount per serving  
**Calories 210**

% Daily Value\*

Total Fat 14g 18%

Saturated Fat 3.5g 18%

Trans Fat 0g

Cholesterol 0mg 0%

Sodium 440mg 19%

Total Carbohydrate 9g 3%

Dietary Fiber 2g 7%

Total Sugars 0g

Includes 0g Added Sugars 0%

Protein 12g 25%

Vitamin D 0mcg 0%

Calcium 100mg 8%

Iron 2.2mg 10%

Potassium 380mg 8%

Thiamin 0.19mg 15%

Riboflavin 0.15mg 10%

Niacin 5.5mg 35%

Vitamin B<sub>6</sub> 0.26mg 15%

Folate 150mcg DFE 40%

Vitamin B<sub>12</sub> 1.77mcg 70%

Phosphorus 140mg 10%

Zinc 2.7mg 25%

\*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, Sunflower Oil, Coconut Oil, 2% Or Less Of: Methylcellulose, Dried Onion, Dried Garlic, Soy Protein Isolate, Yeast Extract, Spices, Food Starch Modified, Natural Flavors, Cultured Dextrose, Salt, Dextrose, Soy Leghemoglobin, Citric Acid, Hydrolyzed Soy Protein, Mixed Tocopherols (Antioxidant), L-tryptophan  
**Vitamins & Minerals:** Zinc Gluconate, Niacin (Vitamin B3), Thiamine Hydrochloride (Vitamin B1), Pyridoxine Hydrochloride (Vitamin B6), Riboflavin (Vitamin B2), Vitamin B12

**Contains:** Soy  
Meatballs are set in soybean oil

IMPOSSIBLE Meatballs® Meat From Plants, CN number: 100465

(3000000006)

CN 100465  
Three 1.00 oz Impossible Meatballs®, Homestyle Meatballs Meat From Plants made with Soy Protein Concentrate and Soy Protein Isolate provides 1.75 oz equivalent meat alternate for the Child Nutrition Meal Pattern Requirements. (Use of this logo and statement authorized by the Food and Nutrition Services, USDA 08/23).  
CN

Copy not for documenting federal meal requirements

## SERVE IMPOSSIBLE MEATBALLS

Request a sample from your rep.

Place an order with your distributor.

Contact [schools@impossiblefoods.com](mailto:schools@impossiblefoods.com)

Item Code	Description	Pack Size
3000000006	1 oz Meatballs	10 lbs (net) 10.78 lbs (gross)

Highly Confidential: Do Not Distribute.

**IMPOSSIBLE**

# FS BEEF HOT DOGS





# BEEF JUMBO HOT DOGS MEAT FROM PLANTS



**BOOST  
TRAFFIC**



**ATTRACT NEW  
CUSTOMERS**



**IMPROVE SAME  
STORE SALES**

## PUT ME ON YOUR MENU

The savory taste and meaty texture hot dog lovers crave, made from plants! Ready in 4 minutes, these convenient and delicious plant-based beef hot dogs are perfect for hot dog foodservice operators. Grilled, pan-fried, boiled, steamed, or battered and fried as a corndog, Impossible Beef Hot Dogs can be cooked and enjoyed just like animal hot dogs.

### Impossible Beef Jumbo Hot Dogs have<sup>1</sup>:

- **16 g protein** (vs. leading competitor 7g per serving)<sup>2</sup>
- **50% less fat than leading animal hot dogs<sup>3</sup>**
- **0mg cholesterol**
- **No animal hormones or antibiotics**
- **No nitrates/ nitrites added** (except those naturally occurring in cultured celery powder)



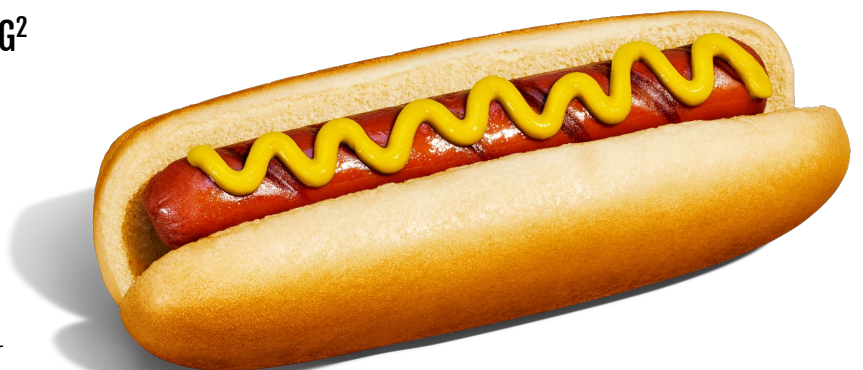
### PROTEIN:

#### IMPOSSIBLE HOT DOG VS. ANIMAL HOT DOG<sup>2</sup>



Impossible

A Leading Competitor



Request a sample of Impossible Hot Dogs to see why they're so good!

<https://impossiblefoods.com/sell-impossible#request-a-sample>



Highly Confidential: Do Not Distribute.

1. See nutrition info for sodium content.

2. Per 64g serving. This product has 16% DV protein vs. 14% DV in a leading food service animal beef hot dog.

3. Total fat per 64g serving: Leading animal hot dog (foodservice) 18g; Impossible Beef Jumbo Hot Dogs 9g.

# GOOD FOR YOUR BUSINESS

We have a track record of creating strong business results for our partners. Interest in Impossible Beef Hot Dogs is high, and having Impossible Foods on your menu attracts new customers, repeat purchase, and allows you to stand out against the competition:

5.5k

Impossible Beef Hot Dogs sampled at Expo West 2024, and attendees couldn't get enough of them!

63%

of Impossible™ trialists would be more likely to visit a restaurant if they served Impossible menu items<sup>2</sup>

59%

would probably or definitely visit a restaurant if it served Impossible Beef Hot Dogs<sup>1</sup>

45%

of Impossible restaurant trialists say they decided to order Impossible before going to the restaurant<sup>2</sup>

1. CLT n=159 Hot Dog consumers July 2023 2. Plant Based Meat State of Industry research commissioned by Impossible Foods, Jan 2021

# RESOURCES FOR YOU

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[ImpossibleFoods.com/Foodservice](https://impossiblefoods.com/Foodservice)

## SERVE IMPOSSIBLE BEEF JUMBO HOT DOGS MEAT FROM PLANTS

Request a sample from your rep.

Place an order with your distributor.

Reach out through <https://impossiblefoods.com/sell-hot-dog>

BETTER TASTING

81%

of consumers preferred Impossible Beef Hot Dogs to a leading plant-based hot dog\*

\* Based on a blind taste test of 159 hot dog consumers from Deerfield, Illinois in July 2023

# NUTRITION INFORMATION

**Ingredients:** Water, Wheat Gluten, Sunflower Oil, Coconut Oil, 2% Or Less Of: Natural Flavors, Salt, Methylcellulose, Spices, Cultured Dextrose, Yeast Extract, Dextrose, Garlic Powder, Dried

Nutrition Facts	Amount/serving	% Daily Value*	Amount/serving	% Daily Value*
	Total Fat 9g	12%	Total Carbohydrate 3g	1%
about 71 servings per container	Saturated Fat 3.5g	18%	Dietary Fiber 0g	0%
Serving size 1 hot dog (64g)	Trans Fat 0g		Total Sugars 1g	
Calories per serving 160	Cholesterol 0mg	0%	Includes <1g Added Sugars	2%
	Sodium 590mg	26%	Protein 16g	16%
	Vitamin D 0mcg 0% • Calcium 60mg 4% • Iron 1.4mg 8% Potassium 270mg 6% • Thiamin 20% • Riboflavin 10% • Niacin 35% Vitamin B <sub>6</sub> 15% • Folate 8% • Vitamin B <sub>12</sub> 70% • Zinc 25%			
	*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.			

Vinegar, Amino Acids (L-Lysine, L-Tryptophan), Cherry Powder (to promote color retention), Cultured Celery Powder, Soy Leghemoglobin, Natural Applewood Smoke Flavor, Mixed Tocopherols (Antioxidant), Xanthan Gum, Soy Protein Isolate  
**Vitamins and Minerals:** Zinc Gluconate, Niacin (Vitamin B3), Thiamine Hydrochloride (Vitamin B1), Pyridoxine Hydrochloride (Vitamin B6), Riboflavin (Vitamin B2), Vitamin B12  
**Contains: Wheat, Soy**

# SUGGESTED PREPARATION

- Boil:** Add hot dogs to boiling pot of water, reduce heat to a simmer and heat the hot dogs for 4 minutes.
- Flat-Top Stainless Steel Griddle** (Whole and Butterflied): Place hot dogs on seasoned griddle preheated to 360°F. For whole links, turn the hot dogs 1 quarter-turn every 1:30 minutes for 6-8 minutes. For butterflied links, flip the hot dogs every 1:30 minutes for 4-6 minutes.
- Grill:** Place hot dogs on grill that's been preheated to approximately 400°F. Turn the hot dogs 1 quarter-turn every 2 minutes for 8-10 minutes.
- Steam:** Place the hot dogs into a basket, tray, or other container, and place into the steamer. Steam for at least 4 minutes. Note: Do NOT leave hot dogs in the steamer for longer than 1 hour.
- Roller:** Turn on the hot dog roller and set the thermostat controls to the desired setting (200°F recommended), and allow the rollers to preheat. Preheat rollers (200°F recommended). Heat hot dogs on rollers for 45 minutes to 1 hour. For best results, Do NOT exceed 90 mins on the roller.

Item Code	Description	Pack Size
3000000197	Impossible Beef Jumbo Hot Dogs	10 lb case (bag in a box, ~71 hot dogs per case)



# ALL PRODUCT (NFS ONLY) OVERVIEW



# PRODUCT PORTFOLIO

Hi! We're Impossible Foods, and we make delicious meat, made from plants, for people who love eating meat. When our company was founded in 2011, we started with a simple question: "What makes meat taste like meat?" Then we took everything we know and love about meat and aimed to make it even better—using plants, which is also better for the planet.

## IMPOSSIBLE™ BEEF MEAT FROM PLANTS

Impossible Beef has all the meaty sizzle and taste you crave, but is way better for the planet. It's also a 1:1 substitute for animal-derived ground beef in any build — grilled, sauced, braised, baked, you name it. From burgers to tacos, sandwiches, chili and more, your menu will never be the same. Additionally, try Impossible Beef Jumbo Hot Dogs Meat From Plants, our delicious, meaty plant-based hot dog!



Product Name and Unit Size	Case Sizes	Item Number	DOT Codes	Certifications
5 lb Beef Brick	4 x 5 lb	60-00010	693765	CN labeled, Gluten Free, Kosher, Halal
¼ lb Burger Patties	4 x 2.5 lbs (40 ct)	60-00011	693766	CN labeled, Gluten Free, Kosher, Halal
⅓ lb Indulgent Burger Patties	4 x 2.665 lbs (32 ct)	3000000133	763755	Gluten Free, Kosher, Halal
2.8 oz Cooked Burger Patties	2 x 5 lb	3000000038	752492	CN labeled, Gluten Free, Kosher, Halal
2.26 oz Beef Jumbo Hot Dog	10 lb (~70 ct)	3000000197	776314	No Certifications

## IMPOSSIBLE™ SAUSAGE MEAT FROM PLANTS

Our award-winning Impossible Sausage comes in perfectly seasoned, pre-cooked and pre-formed patties that are ready to eat. Made for ground sausage lovers, it has the satisfying flavor and texture diners crave, but with 45% less calories, 60% less total fat and 55% less saturated fat than a leading animal pork sausage patties.<sup>1</sup> It was also preferred by 54% of meat eaters!<sup>2</sup> Breakfast has never looked better.



Product Name and Unit Size	Case Size	Product Number	DOT Code
1.6 oz Sausage Patties	2 x 5 lb	60-00022	719681
3.3 oz Bratwurst Sausage Links	10.13lb (~48 ct)	3000000199	785034

1. Leading foodservice animal pork sausage patties contain 190 calories, 18g total fat, and 6g saturated fat while Impossible Sausage Meat From Plants contains 100 calories, 7g total fat, and 2.5g saturated fat per cooked 45g serving.  
2. In a test of 208 consumers, a breakfast sandwich made with an Impossible Sausage Patty was preferred 54% to 46% over the same breakfast sandwich build made with a leading brand of pork sausage.

For Samples:

✉ [SellImpossible@ImpossibleFoods.com](mailto:SellImpossible@ImpossibleFoods.com)  [ImpossibleFoods.com/Sell-Impossible](https://ImpossibleFoods.com/Sell-Impossible)



Highly Confidential: Do Not Distribute.



## IMPOSSIBLE™ CHICKEN MEAT FROM PLANTS

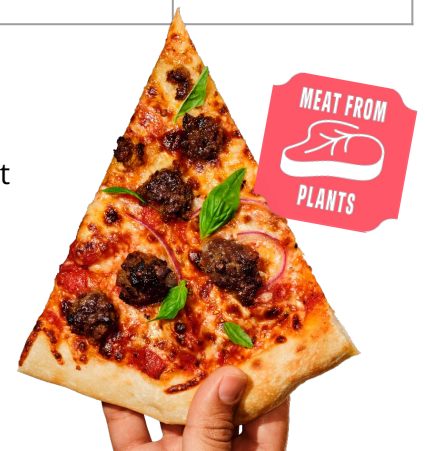
Impossible Chicken Nuggets, Tenders and Fillets are perfect for any occasion – lunch, dinner, appetizers, family meals, you name it. Loved by diners of all ages for their golden breadcrumb exterior and juicy white interior, Impossible Chicken will be a hit on your menu. How do we know? Impossible Chicken Nuggets for restaurants were preferred 74% to 26% in a head to head comparison with animal chicken nuggets<sup>3</sup>. And they cook in under 3 minutes! It's time to bring the whole family to the table.



Product Name and Unit Size	Case Size	Item Number	DOT Code
~.71 oz Chicken Nugget	2 x 5 lb (~227 nuggets per case)	60-00031	740035
~1.5 oz Chicken Tender	2 x 5 lb (~106 Tenders per case)	3000000093	758844
3.8 oz Unbreaded Chicken Fillet	2 x 5 lb (~42 Fillets per case)	3000000132	763754
~.71 oz Whole Grain Chicken Nugget	2 x 5 lb (~238 Nuggets per case)	3000000077	757674

## IMPOSSIBLE™ PORK MEAT FROM PLANTS

Hailed as 'scary-similar to the real thing' and winner of Time Magazine's Best Inventions of 2020, Impossible Pork is loved for its supple, springy texture and juicy flavor. It also has 37% fewer calories, 59% less total fat and 36% less saturated fat than ground pork from pigs<sup>4</sup>. The next time you want to build wildly popular menu items like tacos, burritos, shumai, stir fry or meatballs, leave out the pigs. It turns out, you don't need them.



Product Name and Unit Size	Case Sizes	Item Number	DOT Code
2.2 lb Bulk	6 x 2.2 lb	60-00028	740836

## IMPOSSIBLE™ MEATBALLS MEAT FROM PLANTS

A comforting family classic, made from plants! We took the meaty texture and juicy flavor from our award-winning best sellers, and combined them to create irresistibly delicious, nutrient-rich and fully-cooked meatballs. Chefs love them because they're ready to eat, diners love them because of their mouthwatering taste. From spaghetti and meatballs to subs, beef with broccoli, soup, and Swedish-style dishes, the possibilities are endless.



Product Name and Unit Size	Case Sizes	Item Number	DOT Code
1 oz Meatball	2 x 5 lbs (~160 Meatballs)	3000000006	743904



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3. In a blind taste test in Irving, TX, of 201 meat-eating consumers, many of whom regularly eat plant-based products, 74% preferred our Impossible Chicken Nuggets restaurant product over animal chicken nuggets from a leading supplier.

4. USDA 70/30 ground pork from pigs contains 350 calories, 32g total fat, and 11g saturated fat while Impossible Pork Meat From Plants contains 220 calories, 13g total fat, and 7g saturated fat per 4 oz (113g) serving.

# ALL PRODUCT (K12 ONLY) OVERVIEW



# PRODUCT PORTFOLIO

Hi! We're Impossible Foods, and we make delicious meat, made from plants, for people who love eating meat. When our company was founded in 2011, we started with a simple question: "What makes meat taste like meat?" Then we took everything we know and love about meat and aimed to make it even better—using plants.

## IMPOSSIBLE™ BEEF MEAT FROM PLANTS

Impossible Beef has the meaty taste you crave, but is way better for the planet. A 1:1 substitute for animal beef, you can easily add Impossible Beef to students' favorite dishes, from Burgers to Spaghetti, Tacos, Sloppy Joes, and more!



Product and Unit Size	Case Sizes	Item Number	DOT Codes	Certifications
5 lb Beef Brick	4 x 5 lb	60-00010	693765	Child-Nutrition Labeled (11.52 M/MA per 1 lb), Certified Gluten Free, Kosher, Halal
¼ lb Burger Patties	4 x 2.5 lbs (40 ct)	60-00011	693766	Child-Nutrition Labeled (2.75 M/MA per serving), Certified Gluten Free, Kosher, Halal
2.8 oz Cooked Burger Patties	2 x 5 lb	3000000038	752492	Child-Nutrition Labeled (2 M/MA per serving), Fully Cooked Ready To Eat
1 oz Meatball	2 x 5 lbs (~160 Meatballs)	3000000006	743904	Child-Nutrition Labeled (1.25 M/MA per serving), Fully Cooked Ready To Eat

## IMPOSSIBLE™ SAUSAGE MEAT FROM PLANTS

Our award-winning Impossible Sausage comes in perfectly seasoned, pre-cooked and pre-formed patties that are ready to eat. Made for ground sausage lovers, it has the satisfying flavor and texture diners crave, but with 45% less calories, 60% less total fat and 55% less saturated fat than a leading animal pork sausage patties.<sup>1</sup> It was also preferred by 54% of meat eaters!<sup>2</sup> Breakfast has never looked better.



Product and Unit Size	Case Size	Product Number	DOT Code	Certifications
1.6 oz Sausage Patties	2 x 5 lb	60-00022	719681	Child-Nutrition Labeled (0.5 M/MA per serving)

## IMPOSSIBLE™ CHICKEN MEAT FROM PLANTS

Impossible Chicken Nuggets Made from Plants, Whole Grain are delicious and irresistibly crispy nuggets that were created just for schools! Loved for their golden breadcrumb exterior and juicy white interior, these nuggets will be a hit with your students. Impossible Chicken Nuggets can be prepared in a variety of lunch meals, from nuggets with buffalo sauce to stir fry with orange sauce, nugget salads and more!



Product Name and Unit Size	Case Size	Item Number	DOT Code
~.71 oz Whole Grain Chicken Nugget	2 x 5 lb (~238 Nuggets per case)	3000000077	757674

For Samples: Visit [ImpossibleFoods.com/schools](https://ImpossibleFoods.com/schools)

1. Leading foodservice animal pork sausage patties contain 190 calories, 18g total fat, and 6g saturated fat while Impossible Sausage Meat From Plants contains 100 calories, 7g total fat, and 2.5g saturated fat per cooked 45g serving. 2. In a test of 208 consumers, a breakfast sandwich made with an Impossible Sausage Patty was preferred 54% to 46% over the same breakfast sandwich build made with a leading brand of pork sausage.



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# IMPOSSIBLE™ BURGER

Servings: 1 | Ingredients: 7

- 1 Impossible™ Burger Patty, Fully Cooked
- 1 Whole Wheat Hamburger Bun
- 1 Slice of American Cheese
- 1 Medium Leaf of Butterhead Lettuce
- 1 Slice of Red Tomato, 1/4" Thick
- 1 Packet of Yellow Mustard
- 1 Packet of Low-Sodium Ketchup



Preheat oven to 370°F.

1. Place Impossible™ Burger Patty on a clean pan.
2. Place pan in oven and bake for 8-9 minutes if product is thawed,
3. 17-19 minutes if product is frozen.
4. Remove product from oven. Caution! Finished product is hot. Use
5. oven mitts when handling product to avoid injury.
6. Top each patty with cheese. Place on bun. Top with lettuce and tomato.
7. Serve each burger with 1 packet of ketchup & 1 packet of mustard, and enjoy!

## IMPOSSIBLE™ RECIPE INSPIRATION



Pizza



Spaghetti and Meatballs



Breakfast Sandwich

## FREE IMPOSSIBLE BRANDED MARKETING RESOURCES



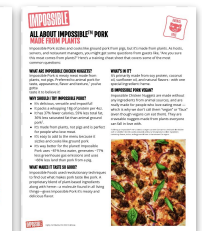
Burger Wrap



Toothpick Flags



Red Roll Stickers



Posters / Consumer Cards / Sell Sheets



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# Retail Brat

# IMPOSSIBLE<sup>TM</sup> BRATWURST MADE FROM PLANTS

## MEAT ON A MISSION

A comforting, crave-worthy taste, made from plants. These uncooked dinner sausage links are made like animal sausage. They have a plant-based casing which gives the sausage links its bite and snap. Delicious and juicy, Impossible Bratwurst is perfect in a bun with sauerkraut or on a dinner plate.

## PACKED WITH NUTRIENTS

Compared to bratwurst made from animals<sup>1</sup>, Impossible Bratwurst has:

- 14g protein per 85g cooked serving
- 0 mg cholesterol
- 30% less total fat when cooked
- 25% less saturated fat when cooked

So you can feel good about serving something that tastes good.



1. A leading retail bratwurst sausage has 22g total fat and 8g saturated fat while Impossible Bratwurst Sausage Meat From Plants has 15g total fat and 6g saturated fat per 85g cooked serving.

Visit [ImpossibleFoods.com/SellSausage](https://ImpossibleFoods.com/SellSausage)



## GOOD FOR YOUR BUSINESS

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

**+26%**

more sales than a leading competitor per restaurant location<sup>1</sup>

**+26%**

increase in new product trial rate<sup>3</sup>

**+10%**

YoY sales, indicating new customer growth<sup>2</sup>

**69%**

of sales goals achieved at launch<sup>4</sup>

1. NPD Supply Track, September 2021 2. Gott's Roadside data 3. 7-Eleven data 4. 85°C Bakery Cafe data

## EASY BACK OF HOUSE

Impossible Bratwurst arrive pre-formed and frozen, but can be thawed and prepared quickly and conveniently in any dish that calls for sausage.

## SERVE IMPOSSIBLE SAUSAGE

Request a **sample** from your rep.

Place an **order** with your distributor.

Reach out through

[ImpossibleFoods.com/Sell-Sausage](https://ImpossibleFoods.com/Sell-Sausage)

## MEAT MADE FROM PLANTS

Brought to you by the team that made the Impossible Burger. What gives Impossible products their uniquely meaty flavor? Thoughtfully-sourced ingredients, like heme. Impossible Sausage: delicious, better for the planet, and made for people who love meat—or in this case, sausage.

### Nutrition Facts

4 servings per container	
<b>Serving size</b>	<b>1 link (95g)</b>
<b>Amount per serving</b>	
<b>Calories</b>	<b>230</b>
<b>% Daily Value*</b>	
<b>Total Fat</b> 16g	<b>21%</b>
Saturated Fat 7g	<b>35%</b>
Trans Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 630mg	<b>27%</b>
<b>Total Carbohydrate</b> 9g	<b>3%</b>
Dietary Fiber 5g	<b>18%</b>
Total Sugars <1g	
Includes <1g Added Sugars	<b>2%</b>
<b>Protein</b> 13g	<b>27%</b>
Vitamin D 0mcg	0%
Calcium 190mg	15%
Iron 2.6mg	15%
Potassium 450mg	10%
Riboflavin	8%
Niacin	40%
Vitamin B <sub>6</sub>	20%
Folate	20%
Vitamin B <sub>12</sub>	110%
Zinc	35%

\*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, Sunflower Oil, Coconut Oil, 2% Or Less Of: Methylcellulose, Salt, Yeast Extract, Vegetal Casing (Sodium Alginate, Konjac Gum, Guar Gum), Cultured Dextrose, Food Starch Modified, Dextrose, Natural Flavors, Citric Acid, White Pepper, Garlic Powder, Spices, Marjoram, Soy Leghemoglobin, Vitamin E (Tocopherols), L-Tryptophan, Soy Protein Isolate  
**Vitamins and Minerals:** Zinc, Vitamins (B3, B6, B2, and B12)

## 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](https://ImpossibleFoods.com/Foodservice)

Item Code	Description	Pack Size
3000000012	Impossible Bratwurst Sausage Links, 13.5 oz (4 links)	10.13 lb case (~48 sausages)



Highly Confidential: Do Not Distribute.

# FS Brat



# IMPOSSIBLE<sup>TM</sup> BRATWURST MADE FROM PLANTS

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✓ **BOOST  
TRAFFIC**

✓ **ATTRACT NEW  
CUSTOMERS**

✓ **IMPROVE SAME  
STORE SALES**

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## READY TO GET STARTED?

Scan here to connect with us and request a sample!



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