

# IMPOSSIBLE™

## SAUSAGE MEAT FROM PLANTS



**BOOST  
TRAFFIC**



**ATTRACT NEW  
CUSTOMERS**



**IMPROVE SAME  
STORE SALES**

### MEAT ON A MISSION

The comforting, crave-worthy 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)



## 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. Jamba 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.