



# RESTAURANT GUIDELINES FOR COOKING AND SERVING IMPOSSIBLE™ BEEF MADE FROM PLANTS

## HOW TO COOK IMPOSSIBLE BEEF

If you know how to cook dishes from ground beef, you already know how to cook Impossible Beef.

## SHELF LIFE AND STORAGE

- Impossible Beef is perishable and should be kept frozen or refrigerated.
- **Stored thawed Impossible Beef in a refrigerator for a maximum of 10 days unopened or 3 days opened.**
- We recommend storage of open packages in airtight containers to reduce exposure to oxygen.

## FREEZING AND DEFROSTING

Impossible Beef defrosts a little slower than conventional beef. Simply place in the refrigerator for about 24 hours before you intend to use it. We do not recommend thawing Impossible Beef by immersing in water. Do not thaw and refreeze.

## GENERAL HANDLING

Working with Impossible Beef from a cold, refrigerated state is highly recommended for best performance.

## COOKING INSTRUCTIONS

Methods: Grill, sear, sautee, roast, bake – you name it – to your desired doneness, similar to beef. Dishes: Ravioli, empanadas, dumplings, buns, bolognese sauce, lasagna, tacos, meatballs, mapo tofu – the possibilities are endless.

## WHAT ARE THE KEY INGREDIENTS IN IMPOSSIBLE BEEF?

See information panel for full ingredient list

- Soy Protein Concentrate
- Coconut Oil
- Sunflower Oil
- Heme

## HOW TO TALK ABOUT IMPOSSIBLE BEEF

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

### WHAT IS IMPOSSIBLE BEEF?

It’s delicious ground beef made from plants, for meat lovers.

### HOW DOES IT TASTE SO GOOD?

The meaty flavor comes from a combination of natural ingredients, but mainly, it comes from “Heme” — a molecule found in all living things that gives meat (and our product) its unmistakably meaty flavor.

### WHY SHOULD I TRY IT?

- **Delicious:** 77% of tasters said that Impossible Beef tastes as good as or better than ground beef from cows.<sup>1</sup>
- **Better for the planet:** Impossible Beef uses **96% less land, 92% less water, and generates 91% less GHG emissions** than ground beef from cows.<sup>2</sup>
- **Nutrition:** Good source of dietary fiber. 19g of protein and 14g total fat per 4 oz serving. Excellent source of protein, Iron, Thiamin, Niacin, Vitamin B6, Folate, Vitamin B12, Zinc.

### DOES IT CONTAIN ALLERGENS?

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

### IS IT VEGAN?

Impossible Beef is 100% animal-free and safe for vegans to eat, but they’re really made for people who love eating meat — which is why we don’t call them “vegan” or “faux.”

### CONTACT US

For more information, reach out to your **Impossible Foods or Wholesaler sales rep.**

If offering an Impossible™ menu item to a vegan customer, be sure to check with the kitchen staff on whether the dish can be prepared without animal products.

1. Based on an in-home usage test (IHUT) in March 2021 where 109 participants located in Los Angeles, CA, cooked our raw Impossible™ Beef Made From Plants, 12 oz brick and then evaluated taste.  
 2. Impossible Foods Life Cycle Assessment of Impossible Burger, Amendment for Impossible Beef and Impossible Meatballs, ISO compliant; WSP, 2022.

