



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,¹
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!²

ImpossibleFoods.com/Sell-Chicken



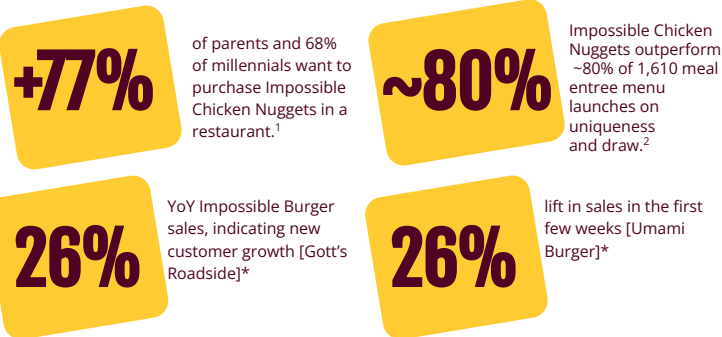
1. USDA Chicken Nuggets contain 12 g total fat and 2.5 g of saturated fat while Impossible Chicken Nuggets Meat From Plants contain 9 g total fat and 1.5 g of saturated fat per 80 g serving.
2. In a blind taste test in Irving, TX, of 201 meat-eating consumers, many of whom regularly eat plant-based products,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

PARTNER
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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 nugget³.

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 ₆	8%
Folate	20%
Vitamin B ₁₂	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

SERVE IMPOSSIBLE CHICKEN NUGGETS

Request a sample from your rep.
Place an order with your distributor.
Reach out through

ImpossibleFoods.com/Sell-Chicken

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



Highly Confidential: Do Not Distribute.

IMPOSSIBLE™

WHOLE GRAIN CHICKEN NUGGETS MEAT FROM PLANTS

FULLY COOKED

✓ 40% less saturated fat & 25% less sodium vs animal nuggets¹

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



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.¹

INTERESTED IN RECEIVING A SAMPLE?

Visit impossiblefoods.com/schools

BETTER FOR THE PLANET

When compared to a nuggets from a chicken, Impossible Chicken Nuggets use³:



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

Case / Pallet Information	
Case Dimensions (LxWxH)	12.75" x 9.75" x 8.125"
Case Cube	0.585 ft ³
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 ft ³

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

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 B ₆	15%
Folate	25%
Vitamin B ₁₂	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.



INTERESTED IN RECEIVING A SAMPLE?

Visit impossiblefoods.com/schools

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



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IMPOSSIBLE™

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.¹



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

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:

+77%

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

~80%

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

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 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 nugget³.

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

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ImpossibleFoods.com/Foodservice

Request a sample from your rep.

Place an order with your distributor.

Reach out through ImpossibleFoods.com

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





UNBREADED CHICKEN FILLETS

MEAT FROM PLANTS



**BOOST
TRAFFIC**



**ATTRACT NEW
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**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

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:

<p>+77% of parents and 68% of millennials want to purchase Impossible Chicken Nuggets in a restaurant.¹</p>	<p>~80% Impossible Chicken Nuggets outperform ~80% of 1,610 meal entree menu launches on uniqueness and draw.²</p>
<p>26% YoY Impossible Burger sales, indicating new customer growth [Gott's Roadside]*</p>	<p>26% lift in sales in the first few weeks [Umami Burger]*</p>

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).³

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 ₆ 0.32mg	20%
Folate 85mcg DFE	20%
Vitamin B ₁₂ 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



RESOURCES FOR YOU

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ImpossibleFoods.com/Foodservice

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Item Code	Description	Pack Size
300000132	Impossible Unbreaded Chicken Fillets	10 lb case containing 2 x 5 lb bags (~21 fillets per bag)



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