



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.

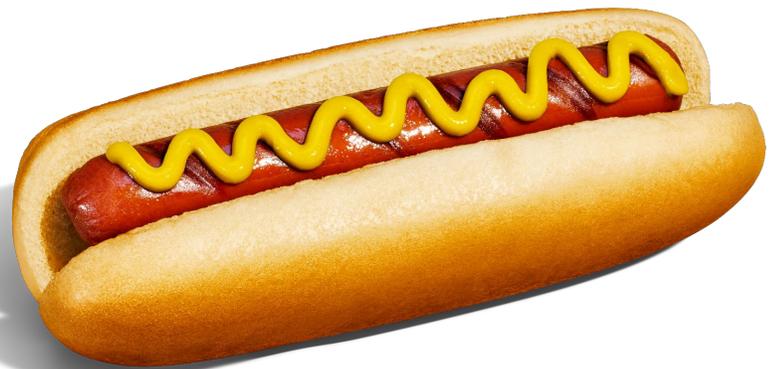
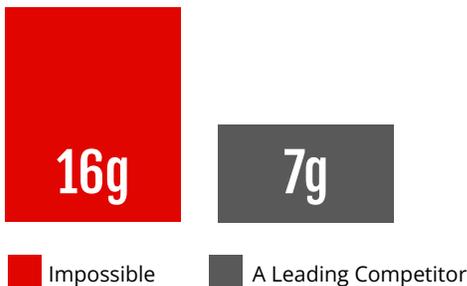
Impossible Beef Jumbo Hot Dogs have¹:

- **16 g protein** (vs. leading competitor 7g per serving)²
- **50% less fat than leading animal hot dogs³**
- **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 DOG²



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

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



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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 items²

59% would probably or definitely visit a restaurant if it served Impossible Beef Hot Dogs¹

45% of Impossible restaurant trialists say they decided to order Impossible before going to the restaurant²

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

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 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
Saturated Fat 3.5g		18%	Dietary Fiber 0g	0%
Trans Fat 0g			Total Sugars 1g	
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 ₆ 15% • Folate 8% • Vitamin B ₁₂ 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
300000197	Impossible Beef Jumbo Hot Dogs	10 lb case (bag in a box, ~71 hot dogs per case)



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