## **IMPOSSIBLE**

# PUTMEON YOUR MENU







#### **MEAT ON A MISSION**

People love meat. After all, it's delicious and they want to keep eating it. But they're looking for a better way. So we made the Impossible™ Burger: meat made from plants, for people who love ground beef. Delicious and better for the planet.

Every pound of Impossible Burger (instead of ground beef from cows) uses:









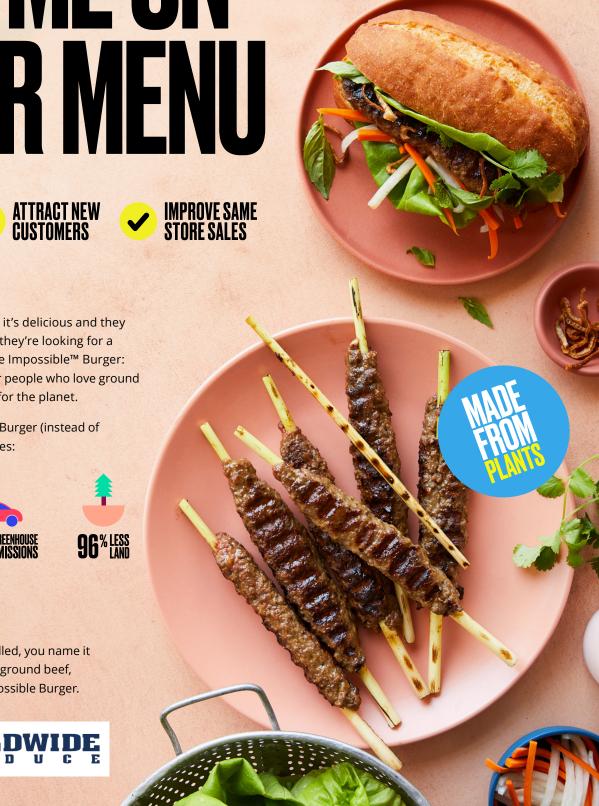


96% LESS

#### **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 Burger.





#### **GOOD FOR YOUR BUSINESS**

Putting Impossible™ products on your menu can drive your sales revenue, foot traffic and brand perception.

Customers have experienced:

YoY Impossible Burger sales, indicating new customer growth

lift in sales in the first few weeks (Umami)<sup>2</sup>

increase in check

more sales on average per leading competitor4

#### MADE FOR EVERYONE

43M people in the US regularly eat plant-based proteins. Of those, 88% do not consider themselves vegan or vegetarian.

92% of Impossible Foods consumers eat meat and dairy foods.

### **SERVE IMPOSSIBLE** BURGER

Request a sample from your rep.

#9647 - BULK - 4/5LB #10325 - PATTY - 40/4oz

800-300-2737 WWPRODUCE.COM

#### **MEAT MADE FROM PLANTS**

The sizzle and taste\* of ground beef from cows, made from plants. Same amount of protein, 0 mg of cholesterol, and no animal hormones or antibiotics. It's also made with far fewer natural resources. Impossible Burger: better for the planet, good for your business.

Nutrition	80/20 Ground Beef		Impossible Burger		
Serving size		4 oz (113g)		4oz (113g)	
Amount per serving Calories		2	90	2	40
		% Daily Value*		% Daily Value*	
Total Fat		23g	29%	14g	18%
Saturated Fat		9g	45%	8g	40%
Trans Fat		1.5g		0g	
Cholesterol		80mg	27%	0mg	0%
Sodium		75mg	3%	370mg	16%
Total Carbohydrate		0g	0%	9g	3%
Dietary Fiber		0g	0%	3g	11%
Total Sugars		0g		<1g	
Includes Added Sugars		0g	0%	<1g	1%
Protein		19g	32%	19g	31%
*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.	Vitamin D	0.1mcg	0%	0mcg	0%
	Calcium	20mg	2%	170mg	15%
	Iron		10%		20%
	Potassium	2.2mg 310mg	6%	4mg 610mg	15%
	Thiamin	0.05mg	4%	28.24mg	2350%
	Riboflavin	0.03mg 0.17mg	15%	0.19mg	15%
	Niacin	4.8mg	30%	8.7mg	50%
	Vitamin B <sub>6</sub>	0.36mg	20%	0.35mg	20%
	Folate	10mcg DF		115mcg D	
	Vitamin B <sub>12</sub>	2.42mcg	100%	3.02mcg	130%
	Phosphorus	180mg	15%	180mg	15%
	Zinc	4.7mg	45%	5.4mg	50%

Ingredients: Water, Soy Protein Concentrate, Coconut Oil, Sunflower Oil, Natural Flavors, 2% Or Less Of: Potato Protein, Methylcellulose, Yeast Extract, Cultured Dextrose, Food Starch Modified, Soy Leghemoglobin, Salt, Mixed Tocopherols (Antioxidant), Soy Protein Isolate Vitamins and Minerals: Zinc Gluconate, Thiamine Hydrochloride (Vitamin B1), Niacin, Pyridoxine Hydrochloride (Vitamin B6), Riboflavin (Vitamin B2), Vitamin B12 Contains: Soy

\*In a home usage study of 254 consumers who cooked with the Impossible Burger, 70% thought the taste was comparable to or better than ground beef from cows and 77% thought it sizzled like ground beef from cows.







