

IMPOSSIBLE™

PUT ME ON YOUR MENU



**BOOST
TRAFFIC**



**ATTRACT NEW
CUSTOMERS**



**IMPROVE SAME
STORE SALES**

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:



**87% LESS
WATER**



**89% LESS GREENHOUSE
GAS EMISSIONS**



**96% LESS
LAND**

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:

+26% YoY Impossible Burger sales, indicating new customer growth (Gott's Roadside)¹

+26% lift in sales in the first few weeks (Umami)²

+10% increase in check average³

69% more sales on average per location than 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 Facts		80/20 Ground Beef	Impossible Burger
Serving size		4 oz (113g)	4oz (113g)
Amount per serving			
Calories		290	240
		% 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%
	Vitamin D	0.1mcg 0%	0mcg 0%
	Calcium	20mg 2%	170mg 15%
	Iron	2.2mg 10%	4mg 20%
	Potassium	310mg 6%	610mg 15%
	Thiamin	0.05mg 4%	28.24mg 2350%
	Riboflavin	0.17mg 15%	0.19mg 15%
	Niacin	4.8mg 30%	8.7mg 50%
	Vitamin B ₆	0.36mg 20%	0.35mg 20%
	Folate	10mcg DFE 2%	115mcg DFE 30%
	Vitamin B ₁₂	2.42mcg 100%	3.02mcg 130%
	Phosphorus	180mg 15%	180mg 15%
	Zinc	4.7mg 45%	5.4mg 50%

*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, 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.

