

IMPOSSIBLE™



800-300-2737 WWPRODUCE.COM

MEAT MADE FROM PLANTS

Meat is delicious, but more than ever, people are looking for better, more sustainable options. So we made meat from plants for people who love meat: delicious and better for the planet.

Impossible™ Burger

Spiced, sauced, sauteed or grilled — made for any recipe that calls for ground beef. Available in multiple formats

Impossible™ Sausage Made From Plants

Pre-formed, pre-cooked and perfectly seasoned for any sausage dish.



MADE FROM PLANTS

GOOD FOR YOUR BUSINESS

Putting Impossible Foods products on your menu can:

+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 average.³

69% more sales on average per location than leading competitor.⁴

BETTER FOR THE PLANET

Compared to meat from animals, every pound of Impossible Burger or Impossible Sausage requires:



1. Source: Gott's 2. Source: Umami 3. Source: Business Insider 2019 4. Source: NPD Supply Track, February 2020

ABOUT IMPOSSIBLE FOODS

Our mission is to make meat from plants, with all the sizzle and taste consumers love. All of our products have 0 mg of cholesterol, no animal hormones or antibiotics, and use far fewer natural resources than meat from animals. What makes our products so uniquely delicious? Thoughtfully-sourced ingredients, like heme. (**Heme** is a protein molecule found in every plant and animal, and it's what makes meat taste like "meat." We're the only ones to use heme to make meat from plants.)

Impossible Burger Made From Plants

Sizzles¹ and tastes² like ground beef from cows. Made for any recipe or application that calls for ground beef. Has the same amount of protein as 80/20 ground beef from cows, with 35% less fat.³

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

Impossible Sausage Made From Plants

Pre-cooked, pre-seasoned and preferred to the leading pork sausage.⁴ Has the same amount of protein as the leading pork sausage, with 60% less fat and 45% fewer calories.⁵

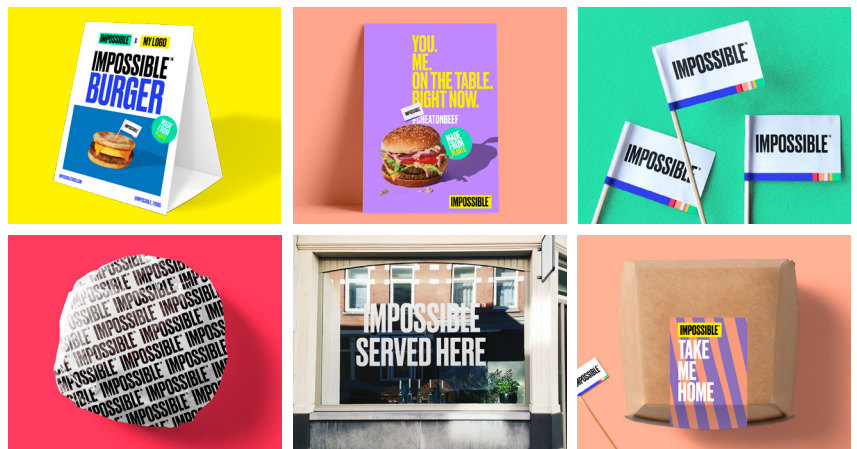
**#18355 - SAUSAGE PATTY
COOKED - 10LB**

Nutrition	Impossible™ Burger (per 4 oz serving)	Impossible™ Sausage (per 45 g serving)
Calories	240	100
Total Fat (g)	14	7
Saturated Fat (g)	8	2.5
Cholesterol (mg)	0	0
Sodium (mg)	370	310
Total Carbohydrate (g)	9	4
Total Sugars (g)	<1	0
Protein (g)	19	6
Iron (mg)	4	1.3

WE'RE HERE TO HELP

As an Impossible Foods customer, you'll have access to culinary guides, training materials, standard and customizable promotional materials, and Marketing/PR tips. **And it's all on us!**

To see what we offer our customers, check out impossiblefoods.com/foodservice.



GET IN TOUCH



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1. In a home usage study, 77% of 254 US consumers who cooked with Impossible™ Burger thought it sizzled like ground beef from cows. 2. In a home usage study, 70% of 254 US consumers who cooked with Impossible™ Burger thought the taste was comparable to or better than ground beef from cows. 3. 80/20 ground beef has 23 g total fat, Impossible Burger has 14 g total fat, per 4 oz serving. 4. In a consumer test, an Impossible Sausage breakfast sandwich was preferred 54% to 46% over the same build with the leading pork sausage. 5. The leading pork sausage contains 18 g total fat and 190 calories while Impossible Sausage has 7 g total fat and 100 calories per 45 g serving.