

**IMPOSSIBLE™**

# INDULGENT BURGER PATTIES MADE FROM PLANTS



**BOOST  
TRAFFIC**



**ATTRACT NEW  
CUSTOMERS**



**IMPROVE SAME  
STORE SALES**

## Meat On A Mission

People love meat - after all, it's delicious. But they also love the planet, and are looking for a better way to enjoy their favorite foods. So, in addition to our delicious original ¼ lb Impossible Burgers™, we're introducing Impossible™ Indulgent Burger Patties, a ⅓ lb patty that's thicker, juicier, and beefier than our original Impossible Burger.<sup>1</sup> It's a 1:1 animal beef burger substitute, but has 40% less total fat<sup>2</sup>, 0mg cholesterol (27 g total fat and 17g saturated fat per serving) and is way better for the planet.

## Any Way You Want It

Grilled, cooked in a cast iron, or on a stainless steel pan - if you know how to cook animal beef patties, you know how to cook Impossible Indulgent Burger Patties.



[ImpossibleFoods.com/Sell-Impossible](https://ImpossibleFoods.com/Sell-Impossible)



**GLUTEN FREE**

1. Based on a blind taste test of 205 premium ground beef consumers from the greater Chicago Area in February 2023  
2. USDA 70/30 animal ground beef has 45 grams of total fat while Impossible Indulgent Burger Patties Made From Plants have 27 grams of total fat per 151g serving (1 patty)



## Good For Your Business

We have a track record of creating strong business results for our partners. Putting Impossible™ products on your menu can boost your sales revenue, brand perception and foot traffic:

**55%**

more sales than the leading competitor per restaurant location<sup>1</sup>

**30%**

increase in new product trial rate<sup>3</sup>

**26%**

YoY sales, indicating new customer growth<sup>2</sup>

**125%**

of sales goals achieved at launch<sup>4</sup>

1. NPD Supply Track, September 2021 2. Gott's Roadside data 3. Jamba data 4. 85°C Bakery Cafe data

## Packed With Nutrients

An Impossible Indulgent Burger Patty (5.3 oz serving) has:

- 22g protein per serving
- 40% less total fat than 70/30 beef from cows<sup>5</sup>
- 0mg cholesterol (27g total fat, 17g saturated fat) per serving
- Good source of fiber
- Kosher and Halal Certified
- Gluten free
- No animal hormones or antibiotics

5. USDA 70/30 animal ground beef has 45 grams of total fat while Impossible Indulgent Burger Patties Made From Plants have 27 grams of total fat per 151g serving (1 patty)

## 1:1 Substitute For Ground Beef Patties

Grill up Impossible Indulgent Burger Patties like you would beef patties from cows.

Whether it be a classic burger with lettuce, cheese, and tomato, or a more indulgent burger with caramelized onions and truffle aioli, the burger builds are endless.

Impossible Indulgent Burger Patties also provides 20% more yield than animal ground beef, so you get more bang for your buck!<sup>6</sup>

6. Based on internal culinary validation vs 73/27 animal ground beef in February 2023

## 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

32 servings per container	
<b>Serving size</b>	<b>1 patty (151g)</b>
<b>Amount per serving</b>	
<b>Calories</b>	<b>380</b>
	<b>% Daily Value*</b>
<b>Total Fat</b> 27g	<b>35%</b>
Saturated Fat 17g	<b>85%</b>
Trans Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 420mg	<b>18%</b>
<b>Total Carbohydrate</b> 12g	<b>4%</b>
Dietary Fiber 7g	<b>25%</b>
Total Sugars <1g	
Includes <1g Added Sugars	<b>0%</b>
<b>Protein</b> 22g	<b>43%</b>
Vitamin D 0mcg	0%
Calcium 250mg	20%
Iron 4.9mg	25%
Potassium 1120mg	25%
Thiamin 0.57mg	50%
Riboflavin 0.18mg	15%
Niacin 10.5mg	70%
Vitamin B <sub>6</sub> 0.6mg	35%
Folate 125mcg DFE	30%
Vitamin B <sub>12</sub> 3.47mcg	140%
Phosphorus 290mg	25%
Zinc 7.5mg	70%

\*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: Methylcellulose, Cultured Dextrose, Food Starch Modified, Dextrose, Yeast Extract, Soy Leghemoglobin, Salt, Mixed Tocopherols (Antioxidant), Soy Protein Isolate, L-Tryptophan

**Vitamins and Minerals:** Zinc Gluconate, Niacin (Vitamin B3), Pyridoxine Hydrochloride (Vitamin B6), Thiamine Hydrochloride (Vitamin B1), Riboflavin (Vitamin B2), Vitamin B12

**Contains: Soy**

## Serve Impossible Indulgent Burger Patties

Request a **sample** from your rep.

Place an **order** with your distributor.

Reach out through [ImpossibleFoods.com/Sell-Impossible](https://impossiblefoods.com/Sell-Impossible)

**We're here to help.**

Whether it's training, guidelines, or marketing materials — our team has you covered. To see what resources and support we offer, check out [ImpossibleFoods.com/Foodservice](https://impossiblefoods.com/Foodservice)

Item Codes	Description	Pack Size
3000000133	10.66 lb Impossible Indulgent Burger Patties	4 x 42.64 oz (8 x 5.33oz)