

IMPOSSIBLE™

CHICKEN TENDERS MEAT FROM PLANTS



BOOST
TRAFFIC



ATTRACT NEW
CUSTOMERS



IMPROVE
SAME STORE
SALES

PUT ME ON YOUR MENU

The irresistibly crispy and meaty texture your family craves, made from plants! Impossible™ Chicken Tenders have a deliciously crispy golden coating and a tender, juicy, white meat interior. Ready in 2 minutes, these convenient and versatile tenders are perfect for salads, wraps, sandwiches, and more.

Impossible Chicken Tenders have:

- Low in saturated fat
- No cholesterol
- No animal antibiotics

BETTER FOR THE PLANET

Impossible Chicken Tenders use less land, less water, and generate less greenhouse gases than chicken tenders made from animals.¹



49%

Less
Land



44%

Less
Water



36%

Less GHG
Emissions

Request a sample of Impossible Chicken Tenders to see why they're so good!

ImpossibleFoods.com/Sell-Chicken

1. Based on a Life Cycle Assessment comparing Impossible Chicken Nuggets Meat From Plants with animal-based chicken nuggets (ISO Conformant; WSP 2021).

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GOOD FOR YOUR BUSINESS

We have a track record of creating strong business results for our partners. Consumer interest to try our first chicken SKU, Impossible Chicken Nuggets, suggests having Impossible Chicken Products on your menu will drive interest and business:

+77%

of parents and 68% of millennials want to purchase Impossible Chicken Nuggets in a restaurant.¹

~80%

Impossible Chicken Nuggets outperform ~80% of 1,610 meal entree menu launches on uniqueness and draw.²

26%

YoY Impossible Burger sales, indicating new customer growth [Gott's Roadside]*

26%

lift in sales in the first few weeks [Umami Burger]*

1 & 2 Source: SCORES Concept Test with Impossible Chicken Nuggets in restaurants, June 2021, n=1049 gen pop *Stats represent Impossible™ Burger

BETTER TASTING

We also deliver on taste, and have had great results with our current chicken products in food service.

Our Impossible Chicken Nuggets served in restaurants were **preferred 74% to 26%** in a head-to-head comparison with a leading animal chicken nugget³.

3. In a blind taste test in Irving, TX, of 201 meat-eating consumers, many of whom regularly eat plant-based products, 74% preferred Impossible Chicken Nuggets served in restaurants over animal chicken nuggets from a leading supplier.

FULLY COOKED & READY TO EAT

Wrapped in seasoned golden breadcrumbs and ready for restaurant deep fryers, Impossible Chicken Tenders magically deliver the taste and texture that kids and adults crave at lunch, dinner, or anytime in between!

SUGGESTED PREPARATION

Preheat deep fryer to 365°F. Fry for approximately 2 minutes, or until golden brown.

Nutrition Facts

about 53 servings per container

Serving size 2 pieces (85g)

Amount per serving

Calories 180

% Daily Value*

Total Fat 9g 12%

Saturated Fat 1g 5%

Trans Fat 0g

Polyunsaturated Fat 3.5g

Monounsaturated Fat 4g

Cholesterol 0mg

Sodium 430mg 19%

Total Carbohydrate 15g 5%

Dietary Fiber 4g 14%

Total Sugars <1g

Includes 0g Added Sugars 0%

Protein 11g 20%

Vitamin D 0mcg 0%

Calcium 110mg 8%

Iron 1.7mg 10%

Potassium 530mg 10%

Thiamin 25%

Riboflavin 10%

Niacin 35%

Vitamin B₆ 10%

Folate 20%

Vitamin B₁₂ 25%

Pantothenic Acid 6%

Zinc 20%

*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, Wheat Flour, Sunflower Oil, 2% Or Less Of: Food Starch Modified, Soybean Oil, Potato Starch, Methylcellulose, Salt, Natural Flavors, Cultured Dextrose, Yeast Extract, Dextrose, Dried Onion, Dried Garlic, Wheat Gluten, Spices, Yellow Corn Flour, Sugar, Garlic Powder, Onion Powder, Leavening (Cream of Tartar, Sodium Bicarbonate), Dried Yeast, Paprika Extract (for color), Mixed Tocopherols (Antioxidant)

Vitamins & Minerals: Zinc Gluconate, Niacin (Vitamin B3), Calcium Pantothenate (Vitamin B5), Thiamine Hydrochloride (Vitamin B1), Pyridoxine Hydrochloride (Vitamin B6), Riboflavin (Vitamin B2), Vitamin B12
Contains: Soy, Wheat.

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

Request a sample from your rep.

Place an order with your distributor.

Reach out through ImpossibleFoods.com

Item Code	Description	Pack Size
3000000093	Impossible™ Chicken Tenders	10lb (2 x 5lb) (Approximately 106 Tenders)



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