

IMPOSSIBLE™



ALL ABOUT IMPOSSIBLE™ SAUSAGE MADE FROM PLANTS

There's nothing quite like Impossible™ Sausage Made From Plants. And as hosts, servers, and restaurant managers, you might get some questions from guests like, "Are you sure this is made from plants?"

Here's a little cheat sheet that covers some of the most common questions:

WHAT IS IMPOSSIBLE SAUSAGE MADE FROM PLANTS?

It's delicious Sausage Made From Plants for meat lovers! You've gotta taste it to believe it! Many consumers actually prefer the flavor over pork sausage.

WHY SHOULD I TRY IMPOSSIBLE SAUSAGE MADE FROM PLANTS?

- It's unbelievably delicious (preferred over the leading brand of pork sausage!).¹
- It's got all the protein of pork sausage, with 45% fewer calories, 60% less total fat and 0 mg of cholesterol.
- It's made from plants.
- It's made for people who love meat
- It's way better for the planet than sausage from pigs — because it uses a fraction of the land and water, and generates far fewer greenhouse gas emissions.

WHAT MAKES IT TASTE SO GOOD?

The meaty flavor comes from a combination of natural ingredients, but mainly, it comes from "heme" — a molecule found in all living things that gives meat (and the Impossible Sausage) its unmistakably meaty flavor.

WHAT'S IN IT?

It's primarily made from soy protein, coconut oil, and sunflower oil — with one special ingredient: heme.

IS IT VEGAN?

Impossible Sausage is made without any ingredients from animal sources, and it's really made for people who love eating meat — which is why we don't call it "vegan" or "faux" (even though vegans can eat it). It's a plant-based protein that everyone can fall in love with.²

NUTRITIONALLY, HOW DOES IT COMPARE TO PORK SAUSAGE?

It matches the protein levels in pork sausage and compared with the leading sausage brand has:

- 45% fewer calories
- 60% less total fat
- 0 mg cholesterol (in 1.6oz of Impossible™ Sausage)

DOES IT CONTAIN ALLERGENS?

It's plant-based, nut-free, and dairy-free.

It contains soy.

Nutrition Facts

100 servings per container
Serving size 1 patty (45g)

Amount per serving

Calories 100

% Daily Value*

Total Fat 7g 9%

Saturated Fat 2.5g 13%

Trans Fat 0g

Cholesterol 0mg 0%

Sodium 310mg 13%

Total Carbohydrate 4g 1%

Dietary Fiber 1g 4%

Total Sugars 0g

Includes 0g Added Sugars 0%

Protein 6g 11%

Vitamin D 0mcg 0%

Calcium 70mg 6%

Iron 1.3mg 8%

Potassium 180mg 4%

Thiamin 0.05mg 4%

Riboflavin 0.12mg 10%

Niacin 4.1mg 25%

Vitamin B₆ 0.13mg 8%

Folate 50mcg DFE 15%

Vitamin B₁₂ 1.28mcg 50%

Phosphorus 80mg 6%

Zinc 2.4mg 20%

Ingredients:
Water, Soy Protein Concentrate, Sunflower Oil, Coconut Oil, 2% Or Less Of: Methylcellulose, Natural Flavors, Salt, Yeast Extract, Cultured Dextrose, Food Starch Modified, Citric Acid, Soy Leghemoglobin, Mixed Tocopherols (antioxidant), Soy Protein Isolate, Spices, Onion Powder, Garlic Powder, Vitamins & Minerals: (Zinc Gluconate, Niacin, Pyridoxine Hydrochloride (Vitamin B6), Riboflavin (Vitamin B2), Vitamin B12)
Contains: Soy.

If your guests ever have questions you can't answer, just send them over to:

ImpossibleFoods.com/FAQ

Have more questions? Reach out anytime to:

ImpossibleFoods.com/ContactUs

*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.

1. In a test of over 200 consumers, an Impossible Sausage Patty Made from Plants breakfast sandwich was preferred 54% to 46% over the same sausage breakfast sandwich build made from the lead brand. 2. If offering an Impossible menu item to a vegan customer, be sure to check with the kitchen staff on whether the dish can be prepared entirely plant-based. For example, anything containing cheese, butter, and eggs would have to be removed for vegans.

IMPOSSIBLE™ SAUSAGE FOH QUIZ

Circle your answer choice and test your meaty smarts with our Impossible Foods quiz.

1. HOW WOULD YOU DESCRIBE IMPOSSIBLE SAUSAGE?

- A. Plant-based meat that tastes unbelievably beefy and is better for the environment
- B. Vegan meat that is made for vegans
- C. Fake meat for people who don't want to eat meat
- D. Healthy meat that really doesn't taste that good

2. IF YOUR GUESTS HAVE MORE QUESTIONS, WHERE CAN YOU SEND THEM?

- A. Tell them to visit ImpossibleFoods.com/faq
- B. Give them an Impossible Foods handout
- C. Both answers are correct

3. THE PROTEIN IN IMPOSSIBLE SAUSAGE COMES FROM WHAT SOURCE?

- A. Coconut and beans
- B. Soy
- C. Potatoes and oats
- D. Heme and vegetables

4. WHERE DOES THE FAT IN IMPOSSIBLE SAUSAGE COME FROM?

- A. Cows and plants
- B. Canola oil and palm oil
- C. Coconut oil and sunflower oil
- D. Greek yogurt and butter

5. WHAT IS THE INGREDIENT THAT GIVES IMPOSSIBLE SAUSAGE ITS MEATY FLAVOR?

- A. Beef
- B. Heme
- C. Soy
- D. Beans



6. IN COMPARISON TO PORK SAUSAGE, IMPOSSIBLE SAUSAGE IS?

- A. Much healthier than pork sausage
- B. Much fattier than pork sausage
- C. Nutritionally similar to pork sausage
- D. Higher in calories

7. IMPOSSIBLE SAUSAGE IS "LAB MEAT."

- A. True
- B. False

8. IMPOSSIBLE SAUSAGE COOKS LIKE BEEF MINCE, BUT IT IS MADE FROM PLANTS.

- A. True
- B. False

9. A SUSTAINABILITY FACT ABOUT IMPOSSIBLE SAUSAGE:

- A. It requires as much water as conventional beef to produce
- B. It uses significantly less water and land area, and creates less greenhouse gas emissions to produce than conventional beef
- C. Eating Impossible Beef instead of beef from a cow doesn't make an impact on the planet
- D. Producing Impossible Beef uses more land than conventional beef production does

10. IMPOSSIBLE SAUSAGE CONTAINS:

- A. Animal hormones
- B. Antibiotics
- C. Dairy
- D. None of these



11. HEME IS BEST DESCRIBED AS:

- A. Beet juice
- B. FD&C Red No. 40
- C. A basic building block of life on Earth
- D. Tomato extract

12. THE CORE MISSION OF IMPOSSIBLE FOODS IS:

- A. To make the global food system more sustainable
- B. To make delicious foods without compromise
- C. To transform the global food system to be able to feed our growing global population
- D. All of the above

13. IMPOSSIBLE SAUSAGE CONTAINS 0 mg OF:

- A. Protein
- B. Cholesterol
- C. Fat
- D. Iron

14. IMPOSSIBLE SAUSAGE CONTAINS NUTS:

- A. True
- B. False

15. IS IMPOSSIBLE SAUSAGE ORGANIC?

- A. Yes
- B. No

16. WHAT WORD CAN BE USED TO DESCRIBE IMPOSSIBLE SAUSAGE?

- A. Delicious
- B. Nutritious
- C. Sustainable
- D. All of the above

17. WHY DO MEAT EATERS ORDER IMPOSSIBLE SAUSAGE?

- A. It's nutritious
- B. It's made for meat lovers
- C. It's delicious and better for the planet
- D. All of the above



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