

IMPOSSIBLE™



ALL ABOUT IMPOSSIBLE™ MEATBALLS MADE FROM PLANTS

Impossible Meatballs are made from plants for meat lovers. Impossible Meatballs are a convenient and delicious way to add protein to any menu item: on top of pasta, in a soup, on a sub, topped with sauce, or in any way you imagine. As hosts, servers and managers, you might get some questions from guests like, "Are you sure these are made from plants?" Here's a training cheat sheet that covers the most common questions:

WHAT ARE IMPOSSIBLE MEATBALLS?

They are delicious meatballs made from plants for meat lovers! Impossible Meatballs are made with a blend of Impossible™ Beef Made From Plants and Impossible™ Sausage Made From Plants, contain our proprietary ingredient - heme - and are seasoned with a homestyle seasoning blend.

WHY SHOULD I TRY IMPOSSIBLE MEATBALLS?

- They're unbelievably delicious with a custom blend of herbs and spices, including onion and garlic. They are springy and tender in texture, with a fatty mouthfeel.
- They're nutrient packed with 12g of protein per 3 meatballs / 85g serving, 0mg cholesterol (3.5g saturated fat per serving), and Impossible Meatballs have 25% less sodium when compared to the leading animal meatballs.¹
- They are made from plants.
- Every time you eat Impossible Meatballs (instead of animal meatballs) you use 88% less land, 87% less water, and 85% less GHG emissions.²

DO THEY CONTAIN ALLERGENS?

They contain soy, but they are gluten-free! If your guests have any questions, send them to faq.impossiblefoods.com/hc/en-us, or give them an Impossible Meatballs Consumer Card if available.

WHAT'S IN THEM?

- Soy Protein Concentrate
- Sunflower Oil
- Coconut Oil



ARE THEY VEGAN?

Impossible Meatballs are made without any ingredients from animal sources, and are really made for people who love eating meat — which is why we don't call them "vegan" or "faux" (even though vegans can eat them). They are delicious meatballs made from plants everyone can fall in love with.³

HOW DO THEY COMPARE TO ANIMAL-BASED MEATBALLS NUTRITIONALLY?

Impossible Meatballs have a delicious taste and texture, have 12g of protein per serving, 0mg of cholesterol (3.5g of sat fat), and 25% less sodium when compared to the leading homestyle animal meatball.¹ Moreover, Impossible Meatballs are better for the planet, and they're gluten-free!

Nutrition Facts

53 servings per container
Serving size 3 meatballs (85g)

Amount per serving	Calories	% Daily Value*
	210	
Total Fat 14g	18%	
Saturated Fat 3.5g	18%	
Trans Fat 0g		
Cholesterol 0mg	0%	
Sodium 440mg	19%	
Total Carbohydrate 9g	3%	
Dietary Fiber 2g	7%	
Total Sugars 0g		
Includes 0g Added Sugars	0%	
Protein 12g	25%	
Vitamin D 0mcg	0%	
Calcium 100mg	8%	
Iron 2.2mg	10%	
Potassium 380mg	8%	
Thiamin 0.19mg	15%	
Riboflavin 0.15mg	10%	
Niacin 5.5mg	35%	
Vitamin B ₆ 0.26mg	15%	
Folate 150mcg DFE	40%	
Vitamin B ₁₂ 1.77mcg	70%	
Phosphorus 140mg	10%	
Zinc 2.7mg	25%	

Ingredients: Water, Soy Protein Concentrate, Sunflower Oil, Coconut Oil, 2% Or Less Of: Methylcellulose, Dried Onion, Dried Garlic, Soy Protein Isolate, Yeast Extract, Natural Flavors, Spices, Food Starch Modified, Cultured Dextrose, Salt, Soy Leghemoglobin, Citric Acid, Hydrolyzed Soy Protein, Mixed Tocopherols (Antioxidant), L-tryptophan. Vitamins and Minerals: Zinc Gluconate, Niacin (Vitamin B3), Thiamine Hydrochloride (Vitamin B1), Pyridoxine Hydrochloride (Vitamin B6), Riboflavin (Vitamin B2), Vitamin B12. Contains: Soy. Meatballs are set in soybean oil.

1. The leading homestyle animal meatballs contain 590mg of sodium while Impossible Meatballs Made From Plants, Homestyle contain 440mg of sodium per 85g serving. 2. Impossible Foods Life Cycle Assessment of Impossible Burger, Amendment for Impossible Beef and Impossible Meatballs, ISO compliant; WSP, 2022. 3. 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 without animal products (other ingredients containing cheese, butter, and eggs would have to be removed for vegans).

IMPOSSIBLE MEATBALLS FOH QUIZ

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

1. HOW WOULD YOU DESCRIBE IMPOSSIBLE MEATBALLS?

- 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 faq.impossiblefoods.com/hc/en-us
- B. Give them an Impossible Meatballs Consumer Information card if available
- C. Both answers are correct

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

- A. Soy
- B. Wheat
- C. Sunflower
- D. Coconut

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

- A. Pigs and plants
- B. Canola oil and palm oil
- C. Coconut oil and sunflower oil
- D. Yogurt and mayonnaise

5. COMPARED TO ANIMAL-BASED MEATBALLS, IMPOSSIBLE MEATBALLS ARE:

- A. Packed with nutrients
- B. Lower in cholesterol
- C. Lower in sodium
- D. All of the above



6. IMPOSSIBLE MEATBALLS ARE VEGAN.

- A. True
- B. False

7. PICK THE CORRECT SUSTAINABILITY FACT ABOUT IMPOSSIBLE MEATBALLS:

- A. Impossible Meatballs require as much water as animal meatballs to produce
- B. Impossible Meatballs require less water and land area to produce than meatballs from animals, and generate fewer greenhouse gas emissions
- C. Eating Impossible Meatballs instead of animal meatballs doesn't make an impact on the planet
- D. Producing Impossible Meatballs uses more land than animal meatball production does

8. IMPOSSIBLE MEATBALLS CONTAIN:

- A. Animal hormones and antibiotics
- B. Gluten
- C. Dairy
- D. None of these

9. HOW MUCH PROTEIN DO IMPOSSIBLE MEATBALLS CONTAIN PER 3 MEATBALLS / 85g SERVING?

- A. 0g
- B. 5g
- C. 10g
- D. 12g



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