All about Impossible™ Meatballs Made From Plants

Impossible Foods brings a time-tested favorite to life with its newest product, Impossible™ Meatballs Made From Plants. 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 cheat sheet that covers the most common ones:

WHAT ARE IMPOSSIBLE MEATBALLS?

They are delicious meatballs made from plants for meat lovers! Impossible Meatballs are made with a blend of Impossible™ Burger 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 serving, 0mg cholesterol (3.5g saturated fat per serving), and compared to the leading animal meatballs¹, Impossible Meatballs have 32% less sodium.
• They are made from plants.
• Every time you eat Impossible Meatballs (instead of animal meatballs) you use less water, generate less GHG emissions, and use less land.²

DO THEY CONTAIN ALLERGENS?

They contain soy and wheat (gluten). If your guests have any questions, send them to ImpossibleFoods.com/FAQ or give them a Consumer Information handout.

HOW DO THEY COMPARE TO ANIMAL-BASED MEATBALLS NUTRITIONALLY?

Impossible Meatballs have a delicious taste and texture, have 12g of protein per 85g serving, 0mg of cholesterol (3.5g of sat fat), and 32% less sodium¹ compared to the leading homestyle animal meatball. Moreover, Impossible Meatballs are also better for the planet.

WHAT'S IN THEM?

• Soy Protein Concentrate
• Sunflower Oil
• Soybean 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.

Note: 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).

Ingredients:

Water, Soy Protein Concentrate, Sunflower Oil, Coconut Oil, 2% Or Less Of: Dried Garlic, Dried Onion, Methylcellulose, Soy Protein Isolate, Natural Flavors, Yeast Extract, Spices, Wheat Flour, Cultured Dextrose, Salt, Potato Protein, Food Starch Modified, Soy Leghemioglobin, Hydrolyzed Soy Protein, Citric Acid, Mixed Tocopherols (Antioxidant), Vitamins and Minerals: Zinc Gluconate, Thiamine Hydrochloride, Niacin, Pyridoxine Hydrochloride (Vitamin B6), Biotin, Vitamin B12. Meatballs are set in soybean oil.

Contains: Soy, Wheat

Nutrition Facts

<table>
<thead>
<tr>
<th>Serving size</th>
<th>Calories</th>
<th>% Daily Value</th>
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<tbody>
<tr>
<td>3 meatballs (85g)</td>
<td>200</td>
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Impossible™ Meatballs FOH Quiz

Take our quiz to test your meatball knowledge. Circle the correct answer.

1. How would you describe Impossible Meatballs?
   A. They are delicious meatballs made from plants for meat lovers!
   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 Meatballs Consumer Information card.
   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. Sunflower oil and coconut 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
   B. Antibiotics
   C. Dairy
   D. None of the above

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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