

## FREE CHECKLIST FOR SCHOOLS

# Launch a new Impossible™ menu item

Introducing a new dish on your school's menu is a great way to get students excited, increase participation, and keep your offerings fresh. Since Impossible™ products are intended to cook and taste like meat from animals, they're easy to integrate into culinary programming.

Child Nutrition-labeled **Impossible™ Burger** and **Impossible™ Sausage Made From Plants** present an incredible opportunity to offer delicious and nutritious options for students. Not only will they help you achieve your sustainability goals, but they'll also provide a meat alternate (MA) component that breaks meal pattern monotony and gets a variety of protein-rich foods into kids' diets. Here's our checklist for making your next launch as easy as saying 'meaty meat made from plants':



## RECIPE DEVELOPMENT

Plan your Impossible™ creation

- **Identify your most popular menu items**, then use Impossible Burger and Impossible Sausage to make a brand new dish that your students will love
- **Request a sample from your distributor** so your culinary team can work with the product, or email [schools@impossiblefoods.com](mailto:schools@impossiblefoods.com) for help.
- **Check out our [cooking guidelines](#)**. Tip: If you can cook with ground beef or sausage, you can cook with Impossible™ meat made from plants
- Popular school menu items include: **tacos, meatballs, spaghetti with meat sauce, breakfast sandwiches, bowls, wraps, salads...**the possibilities are endless!

## PLAN YOUR BUILD

Determine how much Impossible™ meat you'll need

- **Use the CN label to determine how much product would need to be in a serving:**
  - **Impossible™ Burger Bulk** 16oz = 11.09oz equivalent MA, Halal, kosher, gluten free
  - **Impossible™ Burger Patty** 4oz = 2.75oz equivalent MA, Halal, kosher, gluten free
  - **Impossible™ Sausage Patty** 1.6 oz = 0.5oz equivalent MA
- Once you know how much product is needed per portion, **multiply that number by the total number of students you'll be serving**
- After the dish is built, let a sample of **students taste test and give their feedback**

# PUT IT ON THE MENU

Serve your new Impossible™ dish

- **Train your kitchen staff** so they feel confident answering questions regarding nutrition, taste and sustainability;
  - Note: **Impossible™ Burger** is Gluten Free, Halal and Kosher Certified
- **Highlight your new menu item on your website**, with digital signage and on your menus to let kids and parents know there are new options
- **Offer your Impossible™ dish next to the meat counterpart.** This is a good way to introduce students to plant-based meat and let them try it out for themselves!
- **Celebrate your lower environmental footprint:** Start tracking the amount of land, water, and greenhouse gases your school is saving with your new menu items with our [impact calculator!](#)
- **Share info with students and parents** about the [connection between plate and planet](#), and how your school is driving progress within the climate movement.

## ABOUT IMPOSSIBLE FOODS

Hi! We're Impossible Foods, and we make delicious meat, made from plants, for people who love eating meat. When our company was founded in 2011, we started with a simple question: "What makes meat taste like meat?" **Then we took everything we know and love about meat and aimed to make it even better – using plants.**

The Impossible Burger debuted in 2016 at celebrity chef David Chang's restaurant Momofuku in New York. Since then, Impossible Burger and Impossible™ Sausage Made From Plants have been added to menus across the country, from Burger King (Impossible™ Whopper®) to Starbucks (Impossible™ Breakfast Sandwich), and grocery stores including Safeway, Costco, Trader Jose, and Walmart.

Impossible Burger was designated as the "**Official Plant-based Burger**" of Walt Disney World® Resort, Disneyland® Resort and Disney Cruise Line. It was also named **top plant-based burger by The New York Times** and received the **Food and Beverage (FABI) Award** from the National Restaurant Association. In 2020, the United Nations awarded Impossible Foods a **Global Climate Action Award in the "Planetary Health" Category** as a company providing one of the most practical, effective examples to combat climate change at a global scale.

[Request your free sample today](#) to learn what all the buzz is about, and how Impossible™ dishes on your menu can increase participation and establish your school as a sustainability leader.

