

MEET MEAT

[MADE FROM PLANTS]



THE IMPOSSIBLE™ BURGER

It's meat, made from plants, for meat-lovers. Our burger starts out raw and looks, cooks, smells, and tastes like ground beef. Serve it however you'd like, it's 100% plant-based – and it might just change the world, and your business.

ITEM NO. 55067 IMPOSSIBLE BURGER PATTY 40/4 OZ

WHAT'S IN IT

The Impossible Burger is primarily made of a few simple ingredients, namely, wheat and potato proteins, coconut oil, and heme (a molecule found in all living things that gives meat its unmistakably meaty flavor).

INGREDIENTS

Water, Textured Wheat Protein, Coconut Oil, Potato Protein, Natural Flavors, 2% or less of: Leghemoglobin (soy), Yeast Extract, Salt, Soy Protein Isolate, Konjac Gum, Xanthan Gum, Vitamin C, Thiamin (Vitamin B1), Zinc, Niacin, Vitamin B6, Riboflavin (Vitamin B2), Vitamin B12. Contains: Soy, Wheat

FEATURES

- Keep frozen up to 100 days from date of manufacture, use within 4 days after thawing
- Only ~10% product loss during cooking (vs. 30% for beef)
- Similar protein levels to beef
- Delicious in all types of recipes and dishes such as: burgers, sliders, meatballs, meatloaf, tacos, and empanadas
- Cholesterol-free

MEAT ON A MISSION Making an Impossible Burger vs a burger from a cow saves:



75 SQ FT
OF LAND



129 BOTTLES
OF WATER



14 MILES
TRAVELED IN
A CAR

Increased guest count
by as much as

13%

Driving double digit repeat customers,
in some cases as high as

30%

Increased gross sales for all of our burger
partners - in some cases as high as

30%



YOUR PARTNER IN CULINARY EXCELLENCE

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