



HOW TO COOK IMPOSSIBLE™ GROUND BEEF / BURGERS

MEAT FROM PLANTS

If you know how to cook ground beef from a cow, you already know how to cook Impossible Beef! Impossible Beef is a 1:1 substitute for ground beef in any recipe, so you can easily add it in your most popular menu items like tacos, burgers, lasagna, soups and more. Grill it, roast it, braise it, fry it, simmer it -- however you like!

WHAT ARE THE KEY INGREDIENTS IN IMPOSSIBLE BEEF?

- Soy Protein
- Sunflower and Coconut Oil*
- Heme

* deodorized and not a major allergen

SIMPLE STORAGE & HANDLING

- **Perishable. Keep frozen or refrigerated at all times** and cook before the indicated use-by date.
- **To thaw, simply place it in the refrigerator for ~24 hours before using.** We do not recommend thawing Impossible Burger by immersing it in water. **Once thawed, do not refreeze.**

COOKING INSTRUCTIONS

- Impossible Ground Beef **cooks and handles like 80/20 ground beef¹** and yields up to 35% more cooked product².
- For best results, cook Impossible Beef from a **cold, refrigerated state** is recommended for best performance.
- It can be cooked on any surface and in any way ground beef is cooked including: **sautee, stir fry, braise/sear, deep fry, bake, grill and simmered in broth.**
- For **burgers**, preheat pan or grill to medium high. Cook thawed patty for about 2 minutes per side to desired level of doneness.
- While conventional kitchen standards recommend cooking animal beef to 71°C / 160°F, Impossible Beef, being plant-based, will become overdone at that temperature, and does not need to reach that high of a temp to be cooked.
- **Serve while hot and fresh** for best results.

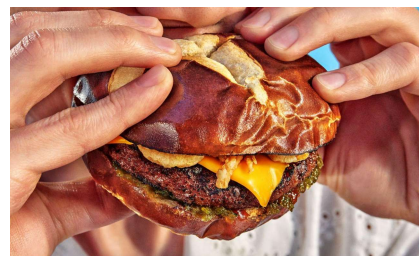
IMPOSSIBLE MENU INSPIRATION



PASTA BOLOGNESE



TACOS



BURGERS

CONTACT US

For more information, reach out to your **Impossible Foods sales rep** or **Hello@ImpossibleFoods.com**. You can also **visit our website** for more inspiration.



Highly Confidential: Do Not Distribute.

1. In-home use test conducted with 150 US consumers in Dec 2021. 2. Aug & Dec 2021 in-home use tests with 259 US consumers. 2. Based on internal testing, Impossible Beef Made From Plants loses approximately 12% of its pre-cooked weight after cooking, whereas 80/20 cow beef loses approximately 35% of its pre-cooked weight after cooking