



# HOW TO COOK IMPOSSIBLE™ BEEF **MADE 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 Soybean Oil
- Natural Flavors
- Heme

## SIMPLE STORAGE & HANDLING

- Impossible Beef is perishable.
- **Keep it frozen or refrigerated at all times** and cook before the indicated use-by date.
- Shelf life is **9 months frozen**, 10 days unopened thawed and **3 days once opened**.
- To thaw, simply place it in the refrigerator for ~24 hours before you intend to use it. We do not recommend thawing Impossible Burger by immersing it in water. **Once thawed, do not refreeze.**

## COOKING INSTRUCTIONS

- Impossible Beef **cooks and handles like 80/20 ground beef**<sup>1</sup> and yields up to 28% more cooked product<sup>2</sup>.
- Working with 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 simmer in broth**.
- Impossible Beef is fully cooked when the internal temperature is 71°C / 160°F.
- **Serve while hot and fresh** for best results.

## 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.

## IMPOSSIBLE™ **MENU INSPIRATION**



### APPETIZERS

Impossible™ Sliders  
Impossible™ Nachos



### LUNCH / SOUP

Impossible™ Tacos  
Impossible™ Southwest Chili



### DINNER

Impossible™ Pizza  
Impossible™ Lasagna

1. 87% of surveyed participants reported that cooking Impossible™ Burger Made From Plants was about the same or easier than ground beef and 84% reported that forming and handling of Impossible™ Burger was as easy or easier than ground beef (Los Angeles, California, IHUT 2021, n=109 beef-eating consumers) 2. Based on internal and manufacturing site testing, 2021