

# IMPOSSIBLE™

# CULINARY GUIDE





**THE TRUTH IS, IF YOU KNOW  
HOW TO COOK BEEF FROM  
COWS, YOU KNOW HOW TO  
COOK IMPOSSIBLE™ BEEF  
MADE FROM PLANTS.  
WE BOTH KNOW YOU  
DON'T NEED THIS GUIDE.**

If you ever need inspiration, check out  
our [Impossible Beef Culinary Video](#).





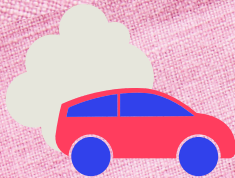




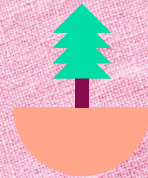
**WE'RE TRANSFORMING THE GLOBAL FOOD  
SYSTEM BY TURNING PLANTS INTO DELICIOUS,  
NUTRITIOUS, SUSTAINABLE MEAT.  
EVERY TIME YOU EAT IMPOSSIBLE™ BEEF MADE  
FROM PLANTS (INSTEAD OF BEEF FROM A COW),  
YOU ARE USING:\***



**LESS  
WATER**



**LESS GREENHOUSE  
GAS EMISSIONS**



**LESS  
LAND**

\*Compared to beef from cows produced in the US





# IMPOSSIBLE™ BEEF MADE FROM PLANTS INGREDIENTS

Impossible Beef Made From Plants is made from simple things you know plus a magic ingredient you may not have heard of...heme. It's a basic building block of life on Earth and it's what makes Impossible Beef cook and taste gloriously meaty.

## Impossible Beef Made From Plants, 2.3kg Brick

NUTRITION INFORMATION			
Servings Per Package: 20 Serving Size: 113 g			
	Average Quantity Per Serving	% Daily Intake* (Per Serving)	Average Quantity Per 100 g
Energy	953 kJ (228 kcal)	11%	843 kJ (202 kcal)
Protein	18.8 g	38%	16.7 g
Fat, Total	12.8 g	18%	11.4 g
- Saturated	5.9 g	25%	5.2 g
Carbohydrate	9.2 g	3%	8.2 g
- Sugars	0.7 g	1%	0.6 g
Dietary Fibre	5.4 g	18%	4.8 g
Sodium	367 mg	16%	325 mg
Potassium	668 mg		591 mg
	% RDI (Per Serving)†		
Calcium	175.3 mg	22%	155.1 mg
Iron	4.0 mg	30%	3.5 mg
Thiamin (Vitamin B1)	0.18 mg	15%	0.16 mg
Riboflavin (Vitamin B2)	0.18 mg	12%	0.16 mg
Niacin	5.7 mg	50%	5.0 mg
Vitamin B6	0.34 mg	19%	0.3 mg
Vitamin B12	2.3 µg	100%	2.0 µg
Phosphorus	193.1 mg	19%	170.9 mg
Zinc	5.0 mg	35%	4.4 mg

\*Percentage of daily intakes are based on an average adult diet of 8700 kJ

†Percentage recommended dietary intake (AU/NZ)

## Impossible Burger Patties Made From Plants, 113g Patties

NUTRITION INFORMATION			
Servings Per Package: 10 Serving Size: 113 g (1 patty)			
	Average Quantity Per Serving	% Daily Intake* (Per Serving)	Average Quantity Per 100 g
Energy	953 kJ (228 cal)	11%	843 kJ (202 cal)
Protein	18.8 g	38%	16.7 g
Fat, Total	12.8 g	18%	11.4 g
- Saturated	5.9 g	25%	5.2 g
Carbohydrate	9.2 g	3%	8.2 g
- Sugars	0.7 g	1%	0.6 g
Dietary Fibre	5.4 g	18%	4.8 g
Sodium	367 mg	16%	325 mg
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Zinc	5.0 mg	35%	4.4 mg

\*Percentage of daily intakes are based on an average adult diet of 8700 kJ

†Percentage recommended dietary intake (AU/NZ)

**Ingredients:** Water, **Soy** Protein Concentrate, Sunflower Oil, Coconut Oil, Thickener (INS 461), Glutamic Acid, Natural Flavours, Cultured Dextrose, Modified Starch, Yeast Extract, **Soy** Leghemoglobin (genetically modified), Salt, Antioxidant (INS 307b), **Soy** Protein Isolate, Vitamins and Minerals (Zinc Gluconate, Niacin (Vitamin B3), Thiamine Hydrochloride (Vitamin B1), Pyridoxine Hydrochloride (Vitamin B6), Riboflavin (Vitamin B2), Vitamin B12)

**Contains: Soy**

**Perishable: keep frozen.** Thaw in refrigerator before use. Store refrigerated for a maximum of 10 days. Fully cooked when internal temperature is 71°C.





# PREPARE IMPOSSIBLE™ BEEF MADE FROM PLANTS

## FREEZING AND DEFROSTING

Impossible Beef Made From Plants defrosts a little slower than beef from cows. Simply place in the refrigerator for about 24 hours before you intend to use it. We do not recommend thawing Impossible Beef by immersing in water. Do not thaw and refreeze.

## GENERAL HANDLING

Working with Impossible Beef from a cold, refrigerated state is highly recommended for best performance.

Like beef, chefs may choose to serve Impossible Beef at various degrees of doneness and it should be handled with the same caution. Chefs and FOH Staff should inform consumers of the risks of consuming raw or under-cooked foods.

## SHELF LIFE AND STORAGE

Impossible Beef is perishable and should be kept frozen or refrigerated. Stored thawed Impossible Beef in a refrigerator for a maximum of 10 days unopened or 3 days opened. We recommend storage of open packages in airtight containers to reduce exposure to oxygen.

## FOOD SAFETY AND SANITATION

Treat Impossible Beef like any other protein and follow the food safety guidelines of your restaurant. You already know this, but we had to say it.





# MAKE ANYTHING WITH IMPOSSIBLE™ BEEF MADE FROM PLANTS



Impossible™ Tacos



Impossible™ Kebabs



Impossible™ Meatballs



Impossible™ Larb



# IMPOSSIBLE™ BURGER PATTIES

Impossible Burger Patties can be cooked on a variety of surfaces, including flat top griddles, open flame grills and sauté pans. Gently place Impossible Burger Patties on a pre-heated surface and cook for 2-3 minutes per side or until a slight sear has formed. Cook to desired internal temperature and serve.

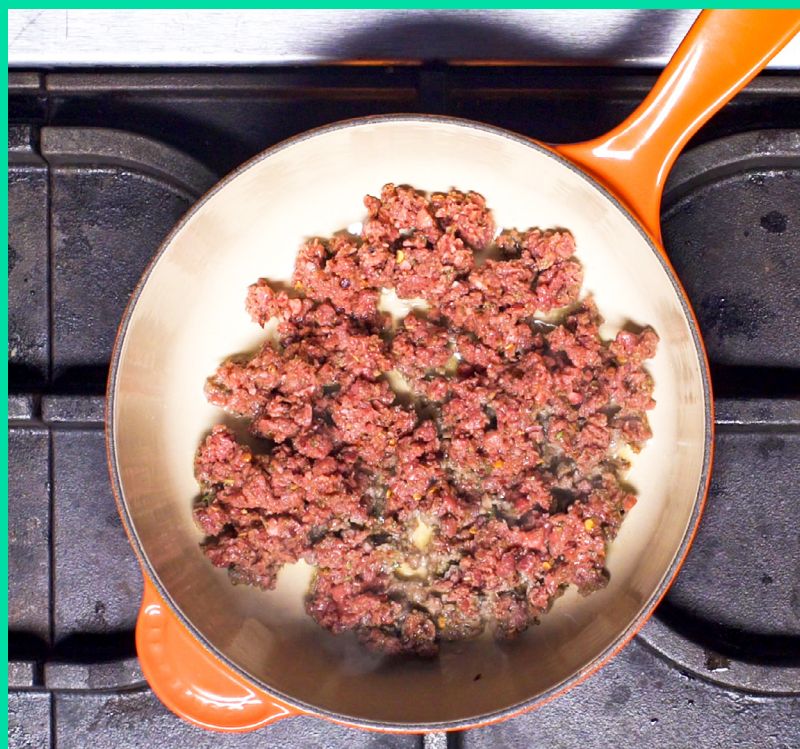
Searing greatly improves flavor and texture. Just like beef from cows, at high temperatures, you can over-char or overcook it. Impossible Burger Patties perform best when cooked to medium and slightly browned.

There are multiple ways to assess the doneness for burgers made with Impossible Beef. We found the typical “touch test” works great to assess firmness, as well as using colour to gauge the desired doneness of the meat.



## SAUTÉING

Preheat a pan, then crumble Impossible Beef and let it cook undisturbed until it starts to brown. Add seasoning of your choice, stir and cook for an additional few minutes until cooked through or until desired doneness. Serve and enjoy!





## FILLINGS

Impossible Beef can be used in dishes like ravioli, dumplings and pastries as you would use beef mince from cows.



## BAKING/ROASTING

You can bake or roast Impossible Beef in an oven the same way you would beef mince. We suggest oven temperatures between 175-200°C. Impossible Burger is fully cooked when the internal temperature reaches 71°C. A few of our favourite recipes include meatballs, lasagna and meatloaf.



## SOUPS & SAUCES

For your favourite soup and sauce recipes, we recommend browning Impossible Beef in the pan before adding any liquid, just as you would with beef mince. Because Impossible Beef does not release as much water during cooking, there is no need to drain excess liquid after browning.



## BRAISING

Impossible Beef can also be braised to infuse your desired flavors and typically does not take as long to braise as beef from cows. We recommend browning the Impossible Beef in the pan before adding the liquid.



# WE TOLD YOU— YOU DIDN'T NEED THIS GUIDE.

Request a sample from your rep.

For even more ideas, visit [ImpossibleFoods.com/Foodservice](https://ImpossibleFoods.com/Foodservice)

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