

IMPOSSIBLE™

CULINARY

G U I D E



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

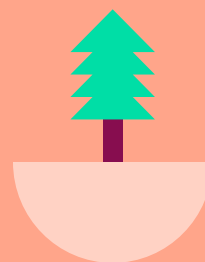
If you ever need Impossible inspiration,
check out the [Impossible Culinary Video](#).



WELCOME TO THE IMPOSSIBLE™

MEAT ON A MISSION

We're transforming the global food system by turning plants into delicious, nutritious, sustainable meat. Compared to beef from cows, Impossible has a tiny carbon footprint:



LESS LAND



LESS WATER



FEWER GREENHOUSE
GAS EMISSIONS

IMPOSSIBLE™ INGREDIENTS

Impossible meat 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 meat cook and taste gloriously meaty.

WATER, SOY PROTEIN CONCENTRATE, COCONUT OIL, SUNFLOWER OIL, NATURAL FLAVORS, 2% OR LESS OF: POTATO PROTEIN, METHYLCELLULOSE, YEAST EXTRACT, CULTURED DEXTROSE, FOOD STARCH MODIFIED, SOY LEGHEMOGLOBIN, SALT, SOY PROTEIN ISOLATE, MIXED TOCOPHEROLS (VITAMIN E), ZINC GLUCONATE, THIAMIN HYDROCHLORIDE (VITAMIN B1), SODIUM ASCORBATE (VITAMIN C), NIACIN, PYRIDOXINE HYDROCHLORIDE (VITAMIN B6), RIBOFLAVIN (VITAMIN B2), VITAMIN B12.

- CONTAINS: SOY
- HALAL AND KOSHER CERTIFIED

Nutrition Facts	
Serving size	4 oz (113g)
Amount per serving	
Calories	240
% Daily Value*	
Total Fat 14g	18%
Saturated Fat 8g	40%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 370mg	16%
Total Carbohydrate 9g	3%
Dietary Fiber 3g	11%
Total Sugars <1g	
Includes <1g Added Sugars	1%
Protein 19g	31%
Vitamin D 0mcg	0%
Calcium 170mg	15%
Iron 4.2mg	25%
Potassium 610mg	15%
Thiamin 28.2mg	2350%
Riboflavin 0.4mg	30%
Niacin 5.3mg	35%
Vitamin B ₆ 0.4mg	25%
Folate 115mcg DFE	30%
Vitamin B ₁₂ 3mcg	130%
Phosphorus 180mg	15%
Zinc 5.5mg	50%
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	



PREPARE THE IMPOSSIBLE™

FREEZING/ DEFROSTING

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

GENERAL HANDLING

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

Like beef, chefs may choose to serve Impossible meat 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 undercooked foods as directed by local health departments. Impossible meat is fully cooked when internal temperature is 160°F.

SHELF LIFE & RECOMMENDED STORAGE

Impossible meat is perishable and should be kept frozen or refrigerated.

Store thawed Impossible meat 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 & SANITATION

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

COOK WITH IMPOSSIBLE™

IMPOSSIBLE BURGERS

Impossible can be cooked on a variety of surfaces, including flat top griddles, open flame grills and sauté pans. Gently place Impossible 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.

THE IDEAL CRUST

Searing greatly improves flavor and texture. Just like regular beef, at high temperatures, you can over-char or overcook it. Impossible meat performs best when cooked to medium and slightly browned.





DONENESS

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



MAKE ANYTHING IMPOSSIBLE™

Want to add more plant-based items to your menu? Here are some ideas to get you started:

SAUTÉING

Preheat a pan, then crumble Impossible meat 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!

BAKING/ROASTING

You can bake or roast Impossible meat in an oven the same way you would ground beef. We suggest oven temperatures between 350-400 °F. A few of our favorite recipes include meatballs, lasagna and meatloaf.



FILLINGS

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

BRAISING

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

SOUPS & SAUCES

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

IMAGINE THE **IMPOSSIBILITIES!**
SEE?! WE TOLD YOU,
YOU DIDN'T NEED THIS GUIDE.



Impossible™ Tacos



Impossible™ Kebab



Impossible™ Biscuits and Gravy



Impossible™ Spaghetti and Meatballs



For even more ideas, visit impossiblefoods.com/foodservice
or contact hello@impossiblefoods.com