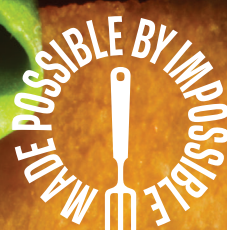


# IMPOSSIBLE™

## PRODUCT BROCHURE



# IF IT'S NOT IMPOSSIBLE™ IT'S JUST A COMPROMISE!

**IMPOSSIBLE™** is the plant-based brand that's here to do things differently. Our mission is to make the global food system truly sustainable by creating delicious meat from plants – for people who love meat. Because while meat is undeniably delicious, securing a sustainable food future means leading it into its plant-based era.

Our products perform like animal-derived meat, but with no prep, no fuss and simply cooked from frozen. Serve customers the meat taste they crave, with a smaller environmental footprint than meat from animals. With high protein, easy preparation and the power of a US plant-based brand icon. Have it all.

**We may not be the first plant-based meat they've tried – but we'll be the last.**



**Over 70% of consumers believe IMPOSSIBLE™ Beef is as good as the animal equivalent**



**65% of UK consumers preferred IMPOSSIBLE™ Chicken Nuggets over the animal version<sup>1</sup>**



## THE IMPOSSIBLE™ JOURNEY

**Founded on a very simple question: What makes meat taste like meat? That question sparked a breakthrough – and became the catalyst for our success. Today, we're the second-largest plant-based meat brand in the US, leading the category with the highest repeat purchase rate – 1.7 times the average in both the US and Australia.**

"We believe small actions create big change – and that the unbelievable can become possible. Along the way, we've united leading minds in food and tech, worked with chefs redefining food, and partnered with creators shaping a better future."

The way to solve the most important and urgent challenge humanity has ever faced, turned out to be, to figure out how to make the best burger on earth."  
PAT BROWN, FOUNDER IMPOSSIBLE FOODS

**IF YOU WANT TO CHANGE THE WORLD  
YOU HAVE TO TRY THE IMPOSSIBLE™**

**MADE  
FROM  
PLANTS**



<sup>1</sup>Based on a study of 214 participants in the U.K. of IMPOSSIBLE™ Nuggets versus a leading animal chicken nugget served in restaurants. For more information visit <https://impossiblefoods.com/gb-en/claims>.

# IMPOSSIBLE™

## 'BEEF' MADE FROM PLANTS



1:1 substitute for minced beef



Long hot-hold performance



Better yield than beef from a cow – shrinks less



### IMPOSSIBLE™ 'BEEF' BURGER PATTIES & MINCE

BRAKES SKU: 5007049 & 5007050 | 5007052

#### PACKED WITH NUTRIENTS

High Source of Protein (16g)  
Source of Fibre (4.8g)  
Zero dietary cholesterol

#### CASE SIZE

20 x 113g & 35 x 90g | 8 x 250g blocks

#### ALLERGENS

Soya

#### STORAGE & COOK INSTRUCTIONS

Delivered frozen; for best results, cook from frozen. Shallow fry from frozen for 6-11 minutes, flipping regularly. Product is fully cooked when interior reaches 74°C.

#### NUTRITIONAL INFORMATION (PER 100G)

| Energy (kJ) | Protein | Fibre | Fat | Sat Fats | Sugar | Salt  |
|-------------|---------|-------|-----|----------|-------|-------|
| 787         | 16g     | 4.8g  | 11g | 5.2g     | 1.0g  | 0.76g |



### IMPOSSIBLE™ SAUSAGE

BRAKES SKU: 5007054

#### PACKED WITH NUTRIENTS

Source of Protein (12g)  
Source of Fibre (4g)

#### CASE SIZE

48 x 42g

#### ALLERGENS

Soya

#### STORAGE & COOK INSTRUCTIONS

Pan Fry (with a little oil) for 15 minutes or until desired doneness, flipping every 3 minutes. Oven bake at 180°C for 11 minutes or until evenly browned, flipping halfway.

#### NUTRITIONAL INFORMATION (PER 100G)

| Energy (kJ) | Protein | Fibre | Fat | Sat Fats | Sugar | Salt |
|-------------|---------|-------|-----|----------|-------|------|
| 989         | 12g     | 4g    | 19g | 8g       | 1g    | 1.2g |

AVAILABLE AT BRAKES

IMPOSSIBLE™ FOODS



# IMPOSSIBLE™

## 'CHICKEN' MADE FROM PLANTS



Deliver the taste and texture of chicken



Packed with protein and fibre



Quick and easy to cook and serve in versatile formats

### IMPOSSIBLE™ 'CHICKEN' FILLETS & TENDERS

BRAKES SKU: 591888 | 591887

#### PACKED WITH NUTRIENTS

High in Protein, Source of Fibre  
PHE 2024 compliant salt levels

#### CASE SIZE

2.1kg (20 Fillets) | 2.1kg (70 Tenders)

#### ALLERGENS

Soya & Wheat

#### STORAGE & COOK INSTRUCTIONS

Delivered frozen; for best results cook from frozen. Deep fry to 180°C for approximately 3 minutes and 15 seconds (Fillets) or 2 ½ minutes (Tenders), until golden brown. Oven bake: 220°C for 8 ½ minutes (Fillets) or 6 minutes (Tenders). Products are fully cooked when interior reaches 74°C.

#### NUTRITIONAL INFORMATION (PER 100G)

|         | Energy (kJ) | Protein | Fibre | Fat | Sat Fats | Sugar | Salt |
|---------|-------------|---------|-------|-----|----------|-------|------|
| Fillet  | 883         | 14g     | 4.3g  | 13g | 1.6g     | 1.2g  | 0.9g |
| Tenders | 894         | 13g     | 4.7g  | 14g | 2g       | 1.2g  | 0.9g |



### IMPOSSIBLE™ 'CHICKEN' NUGGETS

BRAKES SKU: 591889

#### PACKED WITH NUTRIENTS

Source of Protein  
Source of Fibre  
PHE 2024 compliant salt levels

#### CASE SIZE

4.54kg (227 Nuggets)

#### ALLERGENS

Soya & Wheat

#### STORAGE & COOK INSTRUCTIONS

Delivered frozen; for best results cook from frozen. Deep fry to 185°C for approximately 2-2 ½ minutes, or until golden brown. Oven bake: 200°C for 20 minutes. Products are fully cooked when interior reaches 74°C.

#### NUTRITIONAL INFORMATION (PER 100G)

| Energy (kJ) | Protein | Fibre | Fat | Sat Fats | Sugar | Salt |
|-------------|---------|-------|-----|----------|-------|------|
| 984         | 13g     | 2g    | 11g | 1.8g     | 1g    | 1g   |



AVAILABLE AT BRAKES

PRODUCT BROCHURE

# IMPOSSIBLE™

# OPENING UP A WORLD WORLD OF CREATIVITY — TO — REVOLUTIONISE YOUR PLANT-BASED MENU



ORIENTAL CHICKEN  
NUGGETS  
IMPOSSIBLE™  
"CHICKEN" NUGGETS



CHICKEN SALAD  
IMPOSSIBLE™  
"CHICKEN" FILLETS



HOT HONEY  
CHICKEN SANDWICH  
IMPOSSIBLE™  
"CHICKEN" FILLETS

## SWEET MEETS HEAT

"Swicy" is heating up menus – the bold fusion of sweet and spicy continues to win over consumers craving multi-dimensional flavour experiences. Hot honey remains a standout favourite.

## WHOLESOME BOWLS

Better-for-you bowls are gaining momentum, with their versatile, nutrient-dense combinations of grains, proteins and fresh vegetables appealing to health-conscious consumers. Their balance and customisation make them a standout choice across multiple dayparts.



BEEF POKE BOWL  
IMPOSSIBLE™  
'BEEF' MINCE



CHILLI  
IMPOSSIBLE™  
'BEEF' MINCE



LASAGNA  
IMPOSSIBLE™  
'BEEF' MINCE



CLASSIC CHEESEBURGER  
IMPOSSIBLE™ 'BEEF'  
BURGER PATTIES



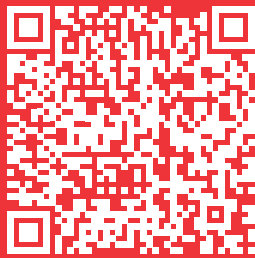
**HEARD**



**BEFORE**

**NEVER TASTED ANYTHING**

**LIKE IT**



**SCAN TO DISCOVER MORE**

**IMPOSSIBLE™**

**HAVE IT ALL**