

**IMPOSSIBLE™**

**FOOD SERVICE  
SELL SHEETS – US**

## **FS Unbreaded Chicken Fillets**

**IMPOSSIBLE™**

# UNBREADED CHICKEN FILLETS MADE FROM PLANTS



**BOOST  
TRAFFIC**



**ATTRACT NEW  
CUSTOMERS**



**IMPROVE SAME  
STORE SALES**

## PUT ME ON YOUR MENU

Impossible Unbreaded Chicken Fillets Made From Plants brings Impossible Foods' most versatile chicken SKU to food service operators. Enjoy our tender, juicy, delicious plant-based chicken as you would a chicken breast - served in a grilled chicken sandwich, smothered in tomato sauce and baked as a delicious chicken parm, sliced and stir fried with veggies, or battered and fried in a crispy chicken sandwich - the options are endless.

### Impossible "Chicken" Fillets have:

- **19g of protein per 108g fillet**
- **0g saturated fat per 108g fillet**
- **5g fiber (total fat 5g) per 108g fillet**
- **0mg cholesterol per 108g fillet**

## SUGGESTED PREPARATION

Fully cooked, reheat thoroughly to an internal temperature of 145°F.

Equipment varies. Adjust cooking times as needed.

- **Grill:** Heat grill over high heat and oil grates. Place fillets on grill and flip every 4-6 minutes until they are fully reheated.
- **Flat Top:** Heat surface over medium-high heat and add oil to coat surface. Place fillets on surface and flip every 4-6 minutes until they are fully reheated.
- **Oven:** Preheat oven to 350°F and bake until fillets are fully reheated.
- **Bread and Fry:** cook settings will depend on the bread and fry system, please contact your Impossible rep for tips and suggestions.

Serve while hot and fresh for best results



Request a sample of Impossible Unbreaded Chicken Fillets to see why they're so good!

[ImpossibleFoods.com/Sell-Chicken](https://ImpossibleFoods.com/Sell-Chicken)

1. Compared to typical animal-based manufacturing process production. Based on a Life Cycle Assessment for Impossible Chicken Nuggets Made From Plants. For more information, visit <https://impossiblefoods.com/gb-en/claims>.

# GOOD FOR YOUR BUSINESS

We have a track record of creating strong business results for our partners. Consumer interest to try our first chicken SKU, Impossible Chicken Nuggets, suggests having our product on your menu will drive interest and business:

**+77%**

of parents and 68% of millennials want to purchase Impossible Chicken Nuggets in a restaurant.<sup>1</sup>

**~80%**

Impossible Chicken Nuggets outperform ~80% of 1,610 meal entree menu launches on uniqueness and draw.<sup>2</sup>

**26%**

YoY Impossible Burger sales, indicating new customer growth [Gott's Roadside]\*

**26%**

lift in sales in the first few weeks [Umami Burger]\*

1 & 2 Source: SCORES Concept Test with Impossible Chicken Nuggets in restaurants, June 2021, n=1049 gen pop \*Stats represent Impossible™ Burger

# BETTER TASTING

We deliver on taste and have had great results with our current chicken products in food service.

**76% of consumers prefer Impossible's Unbreaded Chicken Fillet over the leading plant-based competitor (Gardein).<sup>3</sup>**

3. Based on a blind taste test with 156 consumers from the greater Chicago area in April 2023

# FULLY COOKED AND READY TO EAT

Savory and delicious with a juicy, white meat texture, Impossible Unbreaded Chicken Fillets magically deliver the taste and texture that chicken lovers crave!



# NUTRITION INFORMATION

| Nutrition Facts   |                 |
|---|-----------------|
| about 42 servings per container   |                 |
| Serving size  | 1 fillet (108g) |
| Amount per serving  |                 |
| Calories  | 170             |
| % Daily Value*  |                 |
| Total Fat 5g  | 6%              |
| Saturated Fat 0g  | 0%              |
| Trans Fat 0g  |                 |
| Cholesterol 0mg   | 0%              |
| Sodium 430mg  | 19%             |
| Total Carbohydrate 12g  | 4%              |
| Dietary Fiber 5g  | 18%             |
| Total Sugars <1g  |                 |
| Includes <1g Added Sugars   | 2%              |
| Protein 19g   | 39%             |
| Vitamin D 0mcg  | 0%              |
| Calcium 210mg   | 15%             |
| Iron 2.9mg  | 15%             |
| Potassium 850mg   | 20%             |
| Thiamin 0.43mg  | 35%             |
| Riboflavin 0.31mg   | 25%             |
| Niacin 7.4mg  | 45%             |
| Vitamin B <sub>6</sub> 0.32mg   | 20%             |
| Folate 85mcg DFE  | 20%             |
| Vitamin B <sub>12</sub> 2.7mcg  | 110%            |
| Pantothenic Acid 1mg  | 20%             |
| Phosphorus 250mg  | 20%             |
| Zinc 4.8mg  | 45%             |
| *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. |                 |

**Ingredients:** Water, Soy Protein Concentrate, Sunflower Oil, 2% Or Less Of: Methylcellulose, Natural Flavors, Cultured Dextrose, Salt, Dextrose, Food Starch Modified, Dried Onion, Dried Garlic, Yeast Extract, Spices, Mixed Tocopherols (Antioxidant), Vitamins and Minerals (Zinc Gluconate, Niacin (Vitamin B3), Calcium Pantothenate (Vitamin B5), Thiamine Hydrochloride (Vitamin B1), Pyridoxine Hydrochloride (Vitamin B6), Riboflavin (Vitamin B2), Vitamin B12).

**Contains:** Soy



# RESOURCES FOR YOU

Get the latest (and greatest) resources to make the most of our products in your restaurant. Whether it's training, menu guidelines, culinary tips, or in-store marketing materials — we've got you covered.

[ImpossibleFoods.com/Foodservice](https://ImpossibleFoods.com/Foodservice)

# SERVE IMPOSSIBLE UNBREADED CHICKEN FILLETS

Request a sample from your rep.

Place an order with your distributor.

Reach out through [ImpossibleFoods.com](https://ImpossibleFoods.com)

| Item Code  | Description                          | Pack Size   |
|------------|--------------------------------------|---|
| 3000000132 | Impossible Unbreaded Chicken Fillets | 10 lb case containing 2 x 5 lb bags (~21 fillets per bag) |