

Meet the  
**IMPOSSIBLE™  
BURGER!**



Emp. Benefit  
Disc. Price

Impossible™ Hamburger	\$8.25	\$10.75
Impossible™ Cheeseburger	\$9.25	\$11.75
Impossible™ Double Cheeseburger	\$15.00	\$17.50
Impossible™ Italian Cheesesteak	\$7.00	\$8.00
Impossible™ Street Taco	\$2.25	\$3.00

## WHAT'S IN IT?

The Impossible™ Burger is made from plants, and tastes, smells, and sizzles like beef from cows. It contains simple, plant-based ingredients such as soy protein, potato protein, coconut oil, and sunflower oil. Its magic ingredient, heme, is found in all living things and is uniquely responsible for the explosion of meaty flavors.

Compared to beef from cows, the Impossible Burger has a tiny carbon footprint:



**87% LESS  
WATER**



**89% FEWER  
EMISSIONS**



**96% LESS  
LAND**