

GROW YOUR BUSINESS WITH IMPOSSIBLE™

IMPOSSIBLE™



BOOST TRAFFIC



ATTRACT NEW CUSTOMERS



IMPROVE SAME STORE SALES

We have a proven track record of **adding real value for our partners.**

Putting Impossible on your menu will **drive same store sales for your business.**



80% of people who order the Impossible Slider are new customers who previously hadn't dined at White Castle.¹

"Sales easily exceeded our expectations. The Impossible Slider is a hit with both loyal 'Cravers' and customers brand new to White Castle..."

— Lisa Ingram, White Castle CEO



36% increase in sales during the first month in the test market (St. Louis, MO) at Burger King.⁵

+24% in purchasing customers.⁵

7% increase in average ticket size.⁵

2% increase in transactions per customer.⁵

20% of customers were new.⁵

+18% higher traffic than US average.⁶



"We're meeting new customers everyday who specifically come to Bareburger for Impossible Burger. **One out of five** burgers sold is an Impossible Burger."²

— Euripides Pelekanos, Bareburger CEO



Impossible Burger represents nearly **one-third of Umami burger sales** chainwide.³

We give you all the **tools** and **server training** you need to make the most of Impossible.

Front of House Training:

- Menu Guidelines
- How to Talk About Impossible Guide

Back of House Resources:

- Culinary Guide
- Patty Forming Guide

Point of Sale Materials

- Table Tents
- Posters
- Burger Flags
- Window Clings



10% shrinkage

Less shrinkage = better margins
Impossible has only 10% shrinkage vs 30% shrinkage with 80/20 Beef

Plant-based is here to stay.

43M

people in the US regularly eat plant-based proteins and of those

88%

do not consider themselves vegan or vegetarian

92%

of Impossible consumers eat meat and dairy foods



Our **real competitor** is beef from cows.

In a recent paired preference test among meat-eaters, we went head-to-head against the Beyond Burger and won on both preference and similarity to a beef burger.

81%

of tasters indicated Impossible™ was more similar to a beef burger they typically consume—compared to Beyond Burger.⁷

3:1

Impossible was preferred **3 to 1** when compared to Beyond Burger.⁷

IMPOSSIBLE OUTSELLS THE LEADING COMPETITOR BY 49%⁸

1. Technomic Transaction Insights April 2019 2. Business Wire July 2017 3. Data for repeat business and consumer dietary profiles come from customer intercept studies completed in summer of 2017 at select partner restaurants – the Impossible Burger had been on the menu between 5-9 weeks at time of the study. 4. Impossible Operator Tracker Report, 2019 5. Earnest Research: April 2019 vs. March 2019 credit, debit and bill pay activity from millions of anonymous U.S. consumers. 6. Technomic Transaction Insights April 2019. 7. Impossible Burger 2.0 vs. Beyond Burger 2.0 Consumer Paired Preference Test, September 26, 2019, n=97, 1" Thick Naked Patties, Unbranded Evaluation of Plant-Based Burgers 8. NPD Supplytrack June 2019