

Delicious plant-based **is NOT** IMPOSSIBLE!

Compare these two ingredient labels. Plantly sounds like it was prepared by a chef in a kitchen using common ingredients. IMPOSSIBLE sounds like it was created by a scientist in a lab using some questionable, highly processed and genetically modified ingredients.

Plantly Tex-Mex Crumbles

Ingredients: Water, Pea Protein, Canola Oil, Taco Seasoning (Spices, Paprika, Onion, Sugar, Garlic, Chili Pepper, Red Pepper, Smoked Paprika, and Sunflower Oil), Sherry Vinegar. Contains less than 2% of: Yeast Extract, Salt, Tomato Powder, Onion Powder, Natural Flavor, Garlic Powder, Carrot Powder, Spice.

IMPOSSIBLE Ground Crumbles

Ingredients: Water, **Soy Protein Concentrate**, Coconut Oil, Sunflower Oil, Natural Flavors. Contains less than 2% of: Potato Protein, **Methylcellulose**, Yeast Extract, **Cultured Dextrose**, Food Starch Modified, **Soy Leghemoglobin**, Salt, Mixed Tocopherols (Antioxidants), Soy Protein Isolate.

Consciously Clean Ingredients. Prepared Simply.

Pea Protein- Made from yellow split peas, our protein is **non-GMO, gluten-free, and soy-free.**

Simple Ingredients- Our crumbles are produced with ingredients you can pronounce and which can mostly be found in your kitchen pantry or local farmers' market.

Ready to Eat- Plantly Crumbles come fully cooked and therefore do not require any thickening agents or preservatives.

Less is More- When comparing 4 oz. portions of IMPOSSIBLE Ground Crumbles to Plantly Tex-Mex Crumbles, Plantly has **6% fewer calories, 41% fewer carbs, and a whopping 83% less saturated fat.**

Significantly Scientific. Particularly Problematic.

Soy- **One of the eight** foods that are responsible for about **90% of all food allergies**, it is a main ingredient in IMPOSSIBLE Ground Crumbles.

Soy Protein and Soy Leghemoglobin- **Are genetically modified ingredients** found in IMPOSSIBLE Ground Crumbles.

Cultured Dextrose- A preservative that inhibits growth of yeast and molds, it is linked to numerous side effects including **upset stomach, fatigue, and increased thirst.**

Methylcellulose- Is a thickener and emulsifier found in processed foods that provides no nutritional benefits. It's also **found in cosmetic products** and is used as a **bulk-forming laxative.**

Which Would You Rather Eat?

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info@plantly.com



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Delicious plant-based *is* Plantly!

Plantly Crumbles. Crafted by Chefs, Created for Everyone.

There are many plant-based, sausage-style crumbles in the marketplace today—but none of them, especially IMPOSSIBLE, taste and perform as they should. While taste is most important to consumers, they also care about how you got there.

We started with a chef, a kitchen, and real ingredients that you could mostly find in your pantry or farmers' market. From there we got to making recipes, using authentic preparation methods and techniques—like kettle cooking.



Plantly Crumbles are Completely Craveable

Simply Swappable- They have the taste and texture of their animal-based counterparts.

Ready to Heat and Eat- They're fully cooked and perfectly seasoned.

Flavorful and Flexible- They're delicious as prepared, or included in your favorite recipes, in small batches. The results speak for themselves.

Flexitarian Approved- They're perfect for modern consumers who are not willing to sacrifice taste and texture.



Taste the Difference!

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