

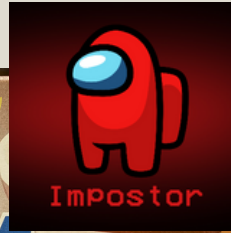
# Health Food Imposters



Nutrition Facts	
10 servings per container	
Serving size 1 pouch (43g)	
Amount per serving	
<b>Calories</b>	<b>160</b>
% Daily Value*	
Total Fat 2.5g	3%
Saturated Fat 0g	0%
Trans Fat 0g	
Polyunsaturated Fat 1g	
Monounsaturated Fat 0.5g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 220mg	<b>10%</b>
<b>Total Carbohydrate</b> 32g	<b>12%</b>
Dietary Fiber 3g	12%
Soluble Fiber 1g	
Insoluble Fiber 2g	
Total Sugars 12g	
Includes 11g Added Sugars	23%
<b>Protein</b> 4g	
Vitamin D 0mcg	0%
Calcium 100mg	8%
Iron 3.6mg	20%
Potassium 120mg	2%
Vitamin A	30%
Vitamin E	10%
Thiamin	25%
Riboflavin	25%
Niacin	20%
Vitamin B6	20%
Folate 140mcg DFE (80mcg folic acid)	35%
* The % Daily Value (DV) 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.	
<b>Ingredients:</b> Whole Grain Rolled Oats, Sugar, Flaxseed, Dried Blueberries, Salt, Natural and Artificial Flavor, Citric Acid, Caramel Color.	
<b>Vitamins and Minerals:</b> Calcium Carbonate, Ferric Orthophosphate (source of iron), Alpha Tocopherol Acetate (Vitamin E), Niacinamide (Vitamin B3), Vitamin A Palmitate, Pyridoxine Hydrochloride (Vitamin B6), Riboflavin (Vitamin B2), Thiamin Mononitrate (Vitamin B1), Folic Acid.	
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PARTIALLY PRODUCED WITH GENETIC ENGINEERING	

Nutrition Facts	
6 servings per container	
Serving size 1 packet (35g)	
Amount per serving	
<b>Calories</b>	<b>130</b>
% Daily Value*	
Total Fat 2.5g	3%
Saturated Fat 0.5g	3%
Trans Fat 0g	
Polyunsaturated Fat 0.5g	
Monounsaturated Fat 1g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 130mg	<b>6%</b>
<b>Total Carbohydrate</b> 25g	<b>9%</b>
Dietary Fiber 3g	10%
Total Sugars 7g	
Includes 7g Added Sugars	13%
<b>Protein</b> 4g	
Vitamin D 0mcg	0%
Calcium 20mg	0%
Iron 1.2mg	6%
Potassium 110mg	2%
*The % Daily Value (DV) 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.	
<b>INGREDIENTS:</b> Whole grain oats, sugar, chocolate flavored cookie pieces (whole wheat flour, sugar, palm oil, cocoa (processed with alkali), salt, dextrose, baking soda, soy lecithin), salt, dried cream, cocoa (processed with alkali), nonfat dry milk, natural flavor, tocopherols (to preserve freshness).	
<b>CONTAINS MILK, SOY AND WHEAT INGREDIENTS.</b>	
SEE OTHER SIDE FOR OPENING INSTRUCTIONS	





Nutrition Facts	
About 9 servings per container	
Serving size	6 crackers (28g)
Amount per serving	
<b>Calories</b>	<b>120</b>
	% Daily Value*
Total Fat 3.5g	4%
Saturated Fat 0g	0%
Trans Fat 0g	
Polyunsaturated Fat 1g	
Monounsaturated Fat 2g	
Cholesterol 0mg	0%
Sodium 160mg	7%
Total Carbohydrate 20g	7%
Dietary Fiber 3g	11%
Total Sugars 0g	
Includes 0g Added Sugars	0%
Protein 3g	
Vitamin D 0mcg	0%
Calcium 10mg	0%
Iron 1.4mg	8%
Potassium 116mg	2%

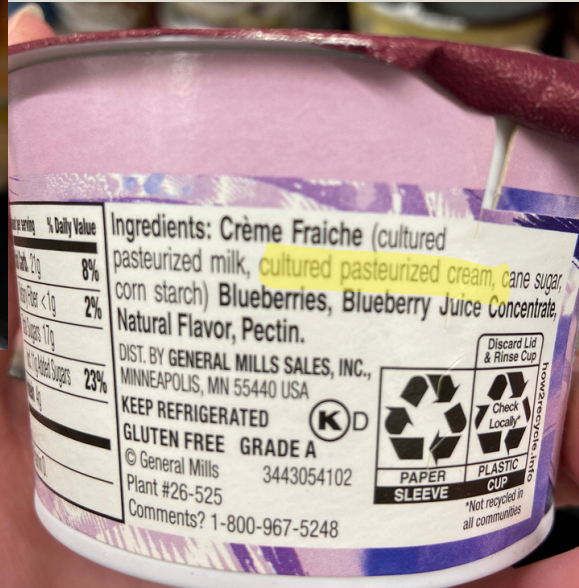
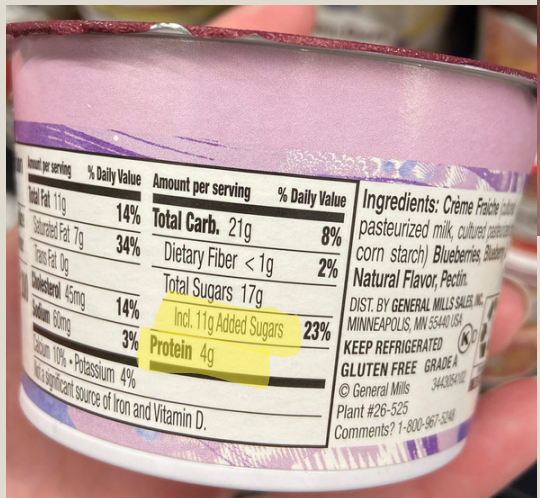
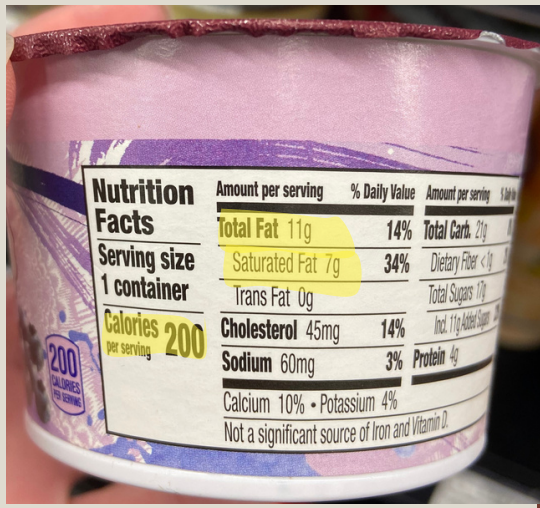
\* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

**INGREDIENTS: WHOLE GRAIN WHEAT, CANOLA OIL, SEA SALT.**

**BHT ADDED TO THE PACKAGING MATERIAL TO PRESERVE FRESHNESS.**

**CONTAINS: WHEAT.**





NUTRITION FACTS	
Serving size 1 container (150g)	
Amount Per Serving	
<b>Calories</b> 110	Fat Cal. 0
% Daily Value*	
<b>Total Fat</b> 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
<b>Cholesterol</b> 5mg	2%
<b>Sodium</b> 60mg	3%
<b>Total Carbohydrates</b> 15g	5%
<b>Dietary Fiber</b> 0g	0%
<b>Total Sugars</b> 12g	
Including 9g Added Sugars	18%
<b>Protein</b> 12g	24%
Vitamin D 0%	Potassium 4%
Iron 0%	Calcium 10%

\*The % Daily Value (DV) 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:** Cultured nonfat milk, cane sugar, water, fruit pectin, natural flavors, guar gum, lemon juice concentrate, vanilla extract. **6 live and active cultures:** S. Thermophilus, L. Bulgaricus, L. Acidophilus, Bifidus, L. Casei, and L. Rhamnosus.





Nutrition Facts	
7 servings per container	
Serving size 1oz (28g) / about 38 chips	
Amount per serving	
<b>Calories</b>	<b>130</b>
	% Daily Value*
<b>Total Fat</b> 7g	9%
Saturated Fat 1g	4%
Trans Fat 0g	
Polyunsaturated Fat 2g	
Monounsaturated Fat 4g	
<b>Cholesterol</b> 0mg	0%
<b>Sodium</b> 230mg	10%
<b>Total Carbohydrate</b> 16g	6%
Dietary Fiber 0g	1%
Total Sugars Less than 1g	
Includes 0g Added Sugars	1%
<b>Protein</b> Less than 1g	
Vitamin D 0mcg	0%
Calcium 70mg	6%
Iron 1.1mg	6%
Potassium 210mg	4%

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INGREDIENTS: POTATO FLOUR, CANOLA OIL AND/OR SUNFLOWER OIL AND/OR SAFFLOWER OIL, POTATO STARCH, CORN STARCH, CANE SUGAR, SALT, SEA SALT, DEHYDRATED SPINACH, DEHYDRATED TOMATO, POTASSIUM CHLORIDE, BEETROOT POWDER (COLOR), TURMERIC (COLOR).

Nutrition Facts	
8 servings per container	
Serving size About 15 chips (28g)	
Amount per serving	
<b>Calories</b>	<b>160</b>
	% Daily Value*
<b>Total Fat</b> 10g	13%
Saturated Fat 1.5g	7%
Trans Fat 0g	
<b>Cholesterol</b> 0mg	0%
<b>Sodium</b> 170mg	7%
<b>Total Carbohydrate</b> 15g	6%
Dietary Fiber 1g	5%
Total Sugars less than 1g	
<b>Protein</b> 2g	
Vitamin D 0mcg	0%
Calcium 10mg	0%
Iron 0.6mg	2%
Potassium 350mg	6%
Vitamin C	6%

Not a significant source of added sugars.

\* The % Daily Value (DV) 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: POTATOES, VEGETABLE OIL (CANOLA, CORN, SOYBEAN, AND/OR SUNFLOWER OIL), AND SALT.





**IMPOSSIBLE**  
**COOKS LIKE GROUND BEEF**

For all your favorite recipes: tacos, meatballs, chili, burgers...you name it!  
 Fully cooked when the internal temperature is 160°F.  
 For recipes, visit [ImpossibleFoods.com/Recipes](http://ImpossibleFoods.com/Recipes)

Serving Suggestion

Nutrition Facts	Amount/serving %DV*	Amount/serving %DV*
<b>Total Fat</b> 13g	<b>17%</b>	<b>Total Carb.</b> 9g <b>3%</b>
<b>Saturated Fat</b> 6g	<b>30%</b>	<b>Dietary Fiber</b> 5g <b>18%</b>
<b>Trans Fat</b> 0g		<b>Total Sugars</b> <1g
<b>Cholesterol</b> 0mg	<b>0%</b>	<b>Incl. &lt;1g Added Sugars</b> 1%
<b>Sodium</b> 370mg	<b>16%</b>	<b>Protein</b> 19g <b>38%</b>
Vitamin D 0mcg 0% • Calcium 180mg 15% Iron 4.2mg 25% • Potassium 700mg 15% • Thiamin 40% Riboflavin 15% • Niacin 60% • Vitamin B <sub>6</sub> 20% • Folate 20% Vitamin B <sub>12</sub> 130% • Phosphorus 15% • Zinc 50%		

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**Calories per serving**  
**230**

3 servings per container  
 Serving size 4 oz (113g)

Ingredients: Water, Soy Protein Concentrate, Sunflower Oil, Coconut Oil, Natural Flavors, 2% Or Less Of: Methylcellulose, Cultured Dextrose, Food Starch Modified, Yeast Extract, Soy Leghemoglobin, Salt, Mixed Tocopherols (Antioxidant), L-Tryptophan, Soy Protein Isolate, Vitamins and Minerals (Zinc Gluconate, Niacin (Vitamin B<sub>3</sub>), Thiamine Hydrochloride (Vitamin B<sub>1</sub>), Pyridoxine Hydrochloride (Vitamin B<sub>6</sub>), Riboflavin (Vitamin B<sub>2</sub>), Vitamin B<sub>12</sub>), Contains: Soy

Distributed by Impossible Foods Inc., Redwood City, CA 94063  
**PERISHABLE, KEEP REFRIGERATED OR FROZEN. IF FROZEN, THAW AND KEEP UNOPENED IN REFRIGERATOR FOR UP TO 14 DAYS.** [ImpossibleFoods.com](http://ImpossibleFoods.com)  
 PKC1000181-R2

## Nutrition Facts

Serving Size 4 oz. (112g)  
 Servings Per Container Varied

Amount Per Serving	
<b>Calories</b> 200	Calories from Fat 100
% Daily Value*	
<b>Total Fat</b> 11g	<b>17%</b>
<b>Saturated Fat</b> 4.5g	<b>22%</b>
<b>Cholesterol</b> 75mg	<b>24%</b>
<b>Sodium</b> 75mg	<b>3%</b>
<b>Total Carbohydrate</b> 0g	<b>0%</b>
Dietary Fiber 0g	<b>0%</b>
Sugars 0g	
<b>Protein</b> 22g	
Vitamin A 0%	Vitamin C 0%
Calcium 0%	Iron 15%

\*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Saturated Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g





2g Net Carbs = 16g total carbs -  
5g dietary fiber - 5g erythritol -  
4g allulose

## Nutrition Facts

12 servings per container  
Serving size 1/12 package (24g)

	Per 1/12 dry mix	Per 1/12 baked brownie
<b>Calories</b>	<b>110</b>	<b>170</b>
	% DV*	% DV*
<b>Total Fat</b>	3.5g 4%	10g 13%
<b>Saturated Fat</b>	1g 5%	4.5g 23%
<b>Trans Fat</b>	0g	0g
<b>Cholesterol</b>	0mg 0%	45mg 15%
<b>Sodium</b>	55mg 2%	115mg 5%
<b>Total Carb.</b>	16g 6%	16g 6%
<b>Dietary Fiber</b>	5g 18%	5g 18%
<b>Total Sugars</b>	<1g	<1g
<b>Incl. Added Sugars</b>	0g 0%	0g 0%
<b>Sugar Alcohol</b>	5g	5g
<b>Protein</b>	3g	3g
<b>Vitamin D</b>	0mcg 0%	0mcg 0%
<b>Calcium</b>	0mg 0%	0mg 0%
<b>Iron</b>	1.4mg 8%	1.6mg 8%
<b>Potassium</b>	200mg 4%	210mg 4%

\* The % Daily Value (DV) 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

ERYTHRITOL\*\*, ALMOND FLOUR, ALLULOSE\*\*, COCONUT FLOUR, COCOA POWDER PROCESSED WITH ALKALI, CHICORY ROOT FIBER (INULIN)\*\*, UNSWEETENED CHOCOLATE, LESS THAN 2% OF: INULIN\*\*, RESISTANT DEXTRIN, MODIFIED TAPIOCA STARCH, LEAVENING (CREAM OF TARTAR, SODIUM BICARBONATE), SALT, COCOA POWDER, COCOA BUTTER, XANTHAN GUM, NATURAL FLAVOR, NONFAT DRY MILK, STEVIA SWEETENER (STEVIOL GLYCOSIDES), SOY LECITHIN, STEVIOL GLYCOSIDES, WHOLE MILK POWDER, VANILLA EXTRACT. CONTAINS: SOY, MILK, TREE NUT (ALMOND, COCONUT). \*\*EXCESSIVE CONSUMPTION MAY CAUSE A LAXATIVE EFFECT IN SENSITIVE INDIVIDUALS. DISTRIBUTED BY: Conagra Brands P.O. BOX 3534, CHICAGO, IL 60654

20 servings per container  
Serving size 1/20 package (26g)

	Per 1/20 dry mix	Per 1/20 baked brownie
<b>Calories</b>	<b>110</b>	<b>170</b>
	% DV*	% DV*
<b>Total Fat</b>	1.5g 2%	9g 12%
<b>Saturated Fat</b>	0.5g 3%	2g 10%
<b>Trans Fat</b>	0g	0g
<b>Cholesterol</b>	0mg 0%	20mg 7%
<b>Sodium</b>	90mg 4%	95mg 4%
<b>Total Carb.</b>	22g 8%	22g 8%
<b>Dietary Fiber</b>	<1g 3%	<1g 3%
<b>Total Sugars</b>	15g	15g
<b>Incl. Added Sugars</b>	14g 28%	14g 28%
<b>Protein</b>	1g	2g
<b>Vitamin D</b>	0mcg 0%	0mcg 0%
<b>Calcium</b>	0mg 0%	0mg 0%
<b>Iron</b>	0.7mg 4%	1.1mg 6%
<b>Potassium</b>	0mg 0%	0mg 0%
<b>Thiamin</b>	0mg 0%	0mg 0%
<b>Riboflavin</b>	0mg 0%	0mg 0%
<b>Niacin</b>	0.4mg 2%	0mg 0%
<b>Folate folic acid</b>	24mcg DFE 6% (14mcg)	0mcg DFE 0% (0mcg)

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### INGREDIENTS

SUGAR, ENRICHED BLEACHED WHEAT FLOUR (BLEACHED WHEAT FLOUR, NIACIN, REDUCED IRON, THIAMINE MONONITRATE, RIBOFLAVIN, FOLIC ACID), COCOA POWDER (PROCESSED WITH ALKALI), PALM OIL, CONTAINS LESS THAN 2% OF: DEXTROSE, SALT, SODIUM BICARBONATE, ARTIFICIAL FLAVOR, WHEAT STARCH. CONTAINS: WHEAT.

Conagra Brands, Inc.  
Chicago, IL 60654



# The Bottom Line:

**Don't make assumptions.**

**Ignore front-of-package food claims.**

**Look at the nutrition facts and ingredient list to make your decision.**

**Choose foods that optimize nutrition *and* enjoyment.**