

IMPOSSIBLE™

HEY NEW IMPOSSIBLE™ CUSTOMERS!*

GET UP TO \$200 BACK

BY PURCHASING TWO OR MORE CASES OF IMPOSSIBLE FOODS PRODUCTS

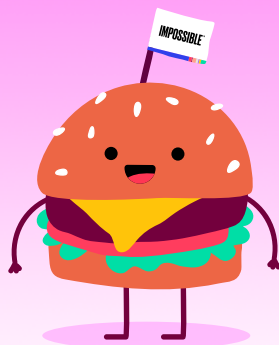
Offer valid for purchases made **9/1/2020 - 11/30/2020**.

Redeem by **12/31/2020**.

Maximum rebate of **\$200 per customer**.

Minimum rebate of **\$100 per customer**.

Must buy **at least two cases** of the same Impossible Foods SKU to qualify.



*A "new customer" is an entity that has not purchased Impossible Foods products from an authorized distributor as of September 1, 2020, or an existing customer that is ordering a new Impossible Foods SKU.

Redeem in 4 Easy Steps:

- 01** Purchase two (2) cases of the same Impossible Foods SKU from an authorized distributor from September 1, 2020 – November 30, 2020.
- 02** Fill out the rebate submission form below and include your associated sales representative's referral code.
- 03** Attach your distributor invoices as proof of purchase. Each invoice must show invoice number, invoice date, number of cases and purchase price listed for each.

- 04** Mail completed rebate form and distributor invoice(s), postmarked by December 31, 2020 to:

**Impossible Foods New Customer Referral Incentive
P.O. Box 552
Traverse City, MI 49685-0552**

Or submit offer form and copies of invoices online by 11:59pm EST December 31, 2020 by creating a Rapid Rebate account at <https://bit.ly/3iuYUtd>
Or submit offer form and copies of invoices to Impossible.rebates@vpdcs.com by 11:59pm EST December 31, 2020

Business Name: _____

Your Name: _____

Sales Rep Referral Code: _____

Business Address: _____

City: _____ State: _____

Zip Code: _____

Phone Number: _____

Email Address: _____

Expected Product Usage (cases/month): _____

Price (per case) Purchased at: _____

Primary Distributor: _____

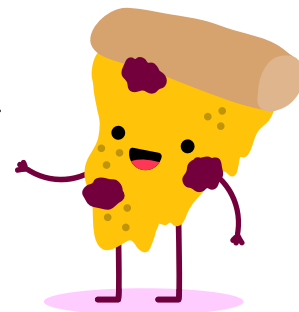
Distributor City/State: _____

Type of Operation:

- | | |
|---------------------|---------------------|
| Business & Industry | Healthcare |
| Catering | K-12 |
| College/University | Quick Service Rest. |
| Fast Casual | Cafeteria/Buffer |
| Fine Dining | Other |
| Full Service Rest. | |

Want us to keep you in the loop about future promos and important updates?

Yes, keep me posted No, not really



To learn more about the Impossible™ Burger, visit ImpossibleFoods.com

Maximum Rebate is \$200 / Minimum Rebate is \$100 Must buy at least two of the same Impossible Foods' SKU to qualify. Must be a new customer.				
SKU	Product Description	\$/Case	# of Cases	Total
60-00010	4 x 5lb Impossible Burger Bulk Case	\$100	x	=
60-00011	40 x 1/4lb Impossible Burger Patties	\$50	x	=
60-00015	32 x 1/3lb Impossible Burger Patties	\$50	x	=
60-00022	100 x 1.6oz Impossible Sausage Patties	\$50	x	=
			Total Rebate	

TERMS AND CONDITIONS: Must buy at least two (2) of the same Impossible Foods' SKU to qualify. Must be a new Impossible Foods customer OR adding a NEW Impossible Foods SKU to your menu. Offer valid for individual foodservice operator accounts only. Multi-unit foodservice operators must participate as single units. Offer valid on purchases made between September 1, 2020 - November 30, 2020. Invoice(s) must reflect purchases made within the program date range. Proof of purchase in the form of a distributor invoice (including invoice number, invoice date, number of cases and purchase price listed on each) must accompany the rebate submission form. Cash and carry receipts may be used in lieu of distributor invoices, but must include purchase date, receipt number, business name, number of cases, and purchase price. Computer recaps or hand written invoices are not acceptable. NO TRACKING REPORTS ACCEPTED. Duplicate rebate submission forms will be disqualified. Rebate submission form must contain associated sales representative's referral code to be valid. Distributors are excluded from this offer. No third-party submissions will be accepted. If redeeming by mail, the rebate submission form must be postmarked by December 31, 2020, or submitted online by 11:59pm EST December 31, 2020. Maximum rebate per operator location is \$200, minimum rebate per operator is \$100. Not valid in conjunction with any other Impossible Foods offer, bid, contract price, promotion, or rebate. Please allow 8-10 weeks for processing the redemption. Rebate checks will be sent directly to the operator, unless otherwise requested. Incomplete or illegible forms will automatically be disqualified. Offer valid only in the USA. Void where prohibited, taxed, or restricted. Operator location limited to one submission per promotional period.