

## **Arrived: Your Guide to Dominating the Kitchen this Holiday Season**

Impossible Foods <Juliapaigew02@gmail.com>

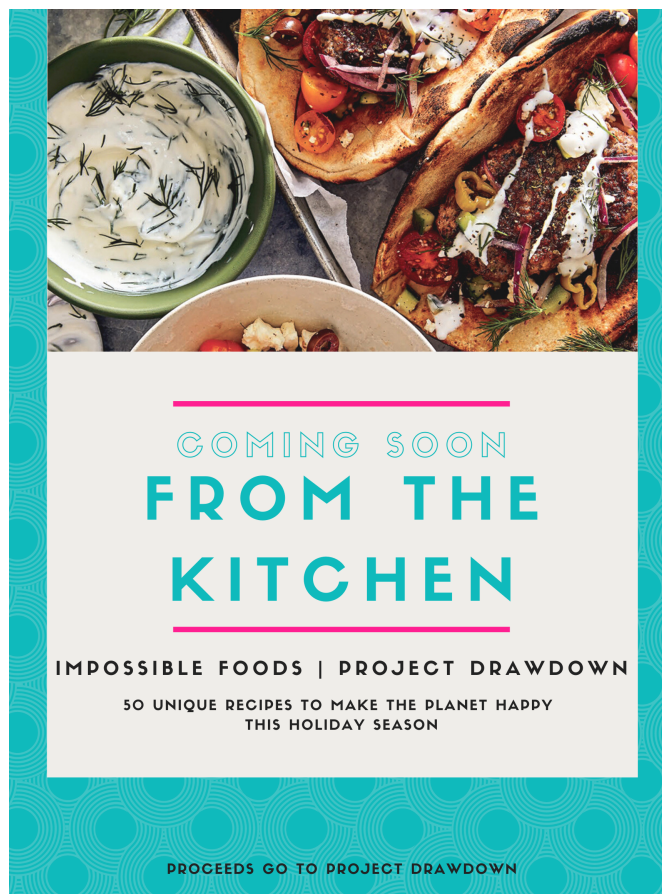
Tue 11/30/2021 7:19 AM

To: Julia Paige Wagner <juwagner@syr.edu>

# **IMPOSSIBLE™**

**FROM THE KITCHEN**

## **It's Finally Here.**

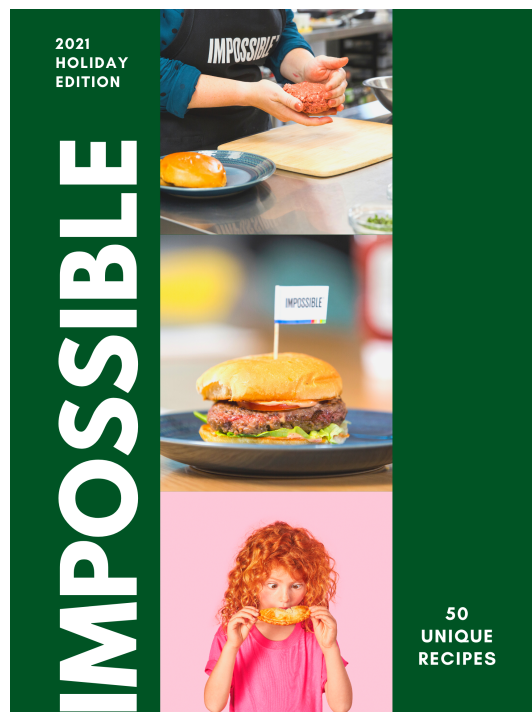


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**I am so excited to announce the latest initiative we've cooked up at Impossible Foods: a Cookbook Fundraiser!**

**As the holidays are quickly approaching, we want to encourage our families and friends in the Impossible community to substitute the traditional turkey, corned beef and roasted goose for some new options that will make our planet happy this holiday season. Our cookbook features 50 unique holiday recipes using Impossible products that are sure to put a smile on every guest's face. Featured recipes include Impossible Lasagna Bolognese, Impossible Italian Meatballs and Impossible BBQ Meatloaf!**

**Staying true to our environmental commitment, our cookbook will only be sold online in an ebook form in an effort to save paper. It will cost \$25 to download and will be compatible for desktop or mobile devices.**



Continuing with the holiday spirit, we have decided to donate the proceeds from our cookbook sales to [Project Drawdown](#), a non-profit group of scholars, scientists, entrepreneurs and advocates working to [combat climate change](#). The group is working to educate and inspire people of all ages to commit to helping us reach “drawdown”: the point where levels of greenhouse gasses in the atmosphere stop climbing and begin to steadily decline. We are excited to team up with an organization as passionate about halting climate change as we are!

Curious about [your impact](#)? A person who eats vegan for just one day:

- Saves one animal’s life
- 1,100 gallons of water
- 45 lbs of grain
- 20 lbs of CO2 equivalent
- 30 square feet of forested land

Join us this holiday season in helping the planet, one bite at a time!

Happy Holidays,  
Patrick Brown, CEO

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