

IMPOSSIBLE FOODS TEAMS UP WITH GOLDBELLY TO LAUNCH THE IMPOSSIBLE FOODS STORE

- Impossible Foods is collaborating with some of the world's top culinary trendsetters to debut The Impossible Foods Store on Goldbelly
- Customers around the country can choose from four exclusive chef-driven meal kits, created by early Impossible Foods partners like Traci Des Jardins and Momofuku, for nationwide shipping
- Demand for Impossible™ Burger is at an all-time high as the leading startup expands to new platforms, products and retailers

REDWOOD CITY, Calif. (January 26, 2021) — Impossible Foods announced today that it is launching [The Impossible Foods Store](#) on Goldbelly, America's leading platform for food e-commerce, featuring some of the country's top culinary trendsetters.

The brand-new store on Goldbelly features four Impossible™ meal kit offerings, curated exclusively for the site and now available for nationwide shipping, including:

- **Impossible™ Salpicón Tostadas Kit by Chef Traci Des Jardins** - Award-winning chef Traci Des Jardins' take on salpicón features crispy corn tostadas, creamy pinto beans and a zesty mix of salsas, pickled onions and guacamole atop a crumble of Impossible Burger (\$79.00)
- **The Impossible™ Spicy Ragu Rice Cakes Kit by Momofuku** - Bring a taste of Momofuku Ssäm Bar home, with this recipe of chewy rice cakes and a spicy ragu base, topped with Impossible Burger and whipped tofu (\$99.00)
- **The Impossible™ Burger Kit (The I.B.) by Chef J. Michael Melton** - The ultimate burger kit highlights mouthwatering Impossible Burger patties, Chef Melton's signature creamy, sweet and tangy "I.B. sauce" and pillowy potato buns (\$69.00)
- **Questlove's Cheesesteak™ Kit, made with Impossible™ Burger** - Questlove's one-of-a-kind, popular cheesesteak is made with savory and delicious Impossible Burger (\$89.00)

On the list are two never-before-seen recipes from legendary Bay Area-based chef Traci Des Jardins, one of the company's earliest partners, and Momofuku, where the company first launched its flagship product – Impossible Burger – back in 2016. Each kit is conveniently packaged for gift giving, holiday celebrations or home dinners with friends and family.

"From the beginning, Impossible Foods has worked with world-class chefs to highlight the versatility of our products and all the creative ways to enjoy them in every kind of cuisine," says Dan Greene, Impossible Foods' Senior Vice President of US Sales and Growth. "This collaboration with Goldbelly brings that unique restaurant experience to diners nationwide -- and all within the comfort of their own kitchens."

“At Goldbelly, we’re always looking for creative, inventive spins on classic dishes to share with food lovers nationwide,” says Joe Ariel, founder & CEO of Goldbelly. “We’re thrilled to partner with Impossible Foods to goldbelly these delicious plant-based recipes from culinary icons like Chef Traci Des Jardins and the team at Momofuku to homes around the country.”

The meal kits are available to ship nationwide, so Impossible Foods fans all over the country can try these delicious meals in their home kitchens. Additionally, Impossible Foods is hosting an Instagram giveaway for its latest kits on Goldbelly, starting on Feb 2. Fans can enter to win through Feb. 9 by tagging someone they’d like to share an Impossible Foods x Goldbelly virtual date night with, and posting the kit they want with the hashtag #ImpossibleGoldbelly. Ten winners will be selected at random and announced on Feb. 11 to get a free kit of their choice.

MISSION MATTERS MOST

Already considered the world’s No. 1 environmental startup, Impossible Foods’ mission is to help solve the planet’s climate and extinction crises. The company is helping to turn back the clock on global warming and restore biodiversity by making the global food system sustainable.

Impossible Foods’ best known achievement to date, Impossible Burger, tastes like beef and is considered a triumph of food engineering -- the result of nearly a decade of basic science and hard-core research and development. (Some prominent Texas ranchers can’t tell the difference between Impossible Burger and ground beef from cows; a beef lobbyist called it the “real deal” and a “wake-up call” for the livestock sector.)

Impossible Burger has already started to displace sales of animal-derived foods, whose production is one of the biggest generators of greenhouse gas emissions and the leading driver of the global meltdown in wildlife. Impossible Burger has higher levels of many micro-nutrients than ground beef and requires a tiny fraction of the world’s precious resources to produce.

DELICIOUS, NUTRITIOUS, SUSTAINABLE -- AND INSANELY POPULAR

Impossible Burger debuted in 2016 at some of America’s most acclaimed restaurants. It soon became a popular menu item at the world-class establishments of chefs such as David Chang, Traci Des Jardins, Chris Cosentino, Frédéric Morin, Mark McEwan, Matty Matheson, David Myers, Gordon Ramsay, Wolfgang Puck and May Chow. Impossible Burger was named top plant-based burger by the New York Times and received the Food and Beverage (FABI) Award from the National Restaurant Association.

Impossible Burger has as much bioavailable iron and protein as a comparable serving of ground beef from cows, and has macronutrients like fiber and micronutrients like folate, B12, thiamin and iron. The quarter-pound patty has 0 mg cholesterol, 14 grams of total fat, 8 grams of saturated fat, and 240 calories; the third-pound patty has 0 mg cholesterol, 19 grams of total fat, 11 grams of saturated fat, and 320 calories. (A conventional “80/20” patty from cows has 80 mg cholesterol, 23 grams of total fat, 9 grams of saturated fat, and 290 calories in a quarter-pound patty, and 110 mg cholesterol, 30 grams of total fat, 11 grams of saturated fat, and 390 calories in a third-pound patty.)

IMPOSSIBLE™

Impossible Burger contains no animal hormones or antibiotics and is gluten-free certified. It uses 96% less land, 87% less water and 89% less greenhouse gas emissions to produce compared to conventional beef from cows -- environmental benefits that also translate to economic efficiencies.

Impossible Burger is also available to purchase on [the company's website](#) and in close to 17,000 grocery stores nationwide -- including Walmart, Kroger, Safeway, Trader Joe's, Target and many more. For more recipe inspiration, home cooks can explore [Impossible™: The Cookbook](#), which features 40 Impossible Burger dishes from some of the leading, meat-loving chefs in the world and highlights the ease and versatility of using Impossible Burger in the kitchen.

ABOUT IMPOSSIBLE FOODS

Based in California's Silicon Valley, Impossible Foods makes delicious, nutritious meat and dairy products from plants — with a much smaller environmental footprint than meat from animals. The privately held food tech startup was founded in 2011 by Patrick O. Brown, M.D., Ph.D., Professor Emeritus of Biochemistry at Stanford University and a former Howard Hughes Medical Institute investigator. Investors include Mirae Asset Global Investments, Khosla Ventures, Bill Gates, Google Ventures, Horizons Ventures, UBS, Viking Global Investors, Temasek, Sailing Capital, and Open Philanthropy Project.

About Goldbelly:

Goldbelly is America's leading platform for food-e-commerce, on a mission to connect people with their most loved food experiences. Founder & CEO Joe Ariel and his team of "Food Explorers" discover the most unique, creative, and legendary foods from across the country - from sweet to savory, classic to novel, and everything in between - and ship them to your door, anywhere nationwide. With an ever-expanding, curated selection of over 7,000 of the nation's best regional, small-batch foods, Goldbelly empowers restaurants and foodmakers by offering a platform for small businesses to reach new customers outside of their local area. Learn more about us on goldbelly.com and connect with us on Facebook, Instagram & Twitter.

More information:

impossiblefoods.com

[Twitter](#)

[Facebook](#)

[Instagram](#)

[YouTube](#)

[Medium](#)

[LinkedIn](#)

Press kit:

www.impossiblefoods.com/media

Media Contact:

Rachel Soeharto

rachel.soeharto@impossiblefoods.com

Amy Sullivan

amy@goldbelly.com

IMPOSSIBLE™