

# IMPOSSIBLE™

## IMPOSSIBLE FOODS

### MISSION

Our mission is to restore biodiversity and reduce the impact of climate change by transforming the global food system. To do this, we're making delicious, nutritious, affordable and sustainable meat, fish and dairy from plants.

Animal meat production uses nearly half of the world's land, is responsible for at least 15% of global greenhouse gas emissions and consumes 25% of the world's freshwater. We make meat from plants using a small fraction of the land, water and energy — so people can keep eating the foods they love, without harming the planet they love.

### FOUNDING STORY

During a sabbatical in 2009, Stanford University Professor Dr. Patrick O. Brown decided to switch the course of his career to address the urgent problem of climate change. In particular, he wanted to make the global food system sustainable by recreating meat, fish and dairy foods, from plants, with a much lower carbon footprint than their animal counterparts. Pat brought together a team of top scientists to analyze meat at the molecular level and determine precisely why meat looks, cooks and tastes the way it does. Together, Impossible Foods' scientists developed a world-class archive of proprietary research and technology to recreate the entire sensory experience of meat, dairy and fish using plants. We debuted our first product, Impossible™ Burger, in 2016; we updated our formulation in 2019, and launched our second product — Impossible™ Sausage Made From Plants — in 2020. We plan to commercialize additional meat, fish and dairy products around the world in the future.

### GEO/FOUNDER

Dr. Patrick ("Pat") O. Brown, M.D. Ph.D: Professor Emeritus in Stanford University's Biochemistry Department at the School of Medicine; co-founder of the Public Library of Science (PLOS); inventor of the DNA microarray; member of the United States National Academy of Sciences and the National Academy of Medicine; fellow of the American Association for the Advancement of Science; former investigator at the Howard Hughes Medical Institute; BS, MD, and PhD degrees from the University of Chicago.



### BACKGROUND

Founded on: July 16, 2011

Number of Employees: 750

Headquarters: Redwood City, California, USA

Markets: USA, Canada, Hong Kong, Macau and Singapore

### OPERATIONS

Our first large-scale food manufacturing site is located in Oakland, California. We are also partnered with a co-manufacturer, OSI, which provides additional manufacturing capacity for the award-winning Impossible Burger and Impossible Sausage.

# OUR PRODUCTS

## IMPOSSIBLE™ BURGER, MADE FROM PLANTS

Our flagship product, Impossible Burger, cooks and tastes<sup>1</sup> like ground beef from cows. Impossible Burger is sold at restaurants in the United States, Canada, Hong Kong, Singapore and Macau. It's available at thousands of restaurants, served as tacos, empanadas, meatballs, dumplings — and of course, the classic American burger. Impossible Burger is also available in select grocery stores in the United States. It's delicious in any dish that uses ground beef, and is easy to cook on the BBQ, charbroiler, flat top grill, steamer, sauté pan and more.

Impossible Burger has as much bioavailable iron and protein as a comparable serving of ground beef from cows, with 0 mg cholesterol, 14 grams of total fat, 8 grams of saturated fat and 240 calories in a quarter-pound patty. (A quarter-pound, conventional "80/20" patty from cows has 80 mg cholesterol, 23 grams of total fat, 9 grams of saturated fat and 290 calories.)

Impossible Burger contains no animal hormones or antibiotics, and is kosher, halal and gluten-free certified. And because it's made from plants, it uses 96% less land, 87% less water and 89% fewer greenhouse gas emissions compared to conventional beef from cows.

Impossible Burger is made mostly of plant proteins (soy and potato), sunflower oil, coconut oil, and with heme (our "magic" ingredient that makes meat taste like meat). The complete list of ingredients and nutritional information can be found on our [website's FAQ page](#).



## IMPOSSIBLE™ SAUSAGE, MADE FROM PLANTS

In January 2020, we launched Impossible Sausage — a juicy, savory patty that pairs perfectly with traditional breakfast accompaniments and steals the show as a center-of-the-plate delicacy at any meal. The plant-based, pre-seasoned product can be used in any recipe or dish that calls for animal-derived sausage.

Compared to the leading foodservice pork sausage, Impossible Sausage has the same amount of protein, 60% more iron, 45% fewer calories, 60% less total fat, 50% less saturated fat and 0 mg cholesterol.<sup>2</sup> Impossible Sausage has no antibiotics or slaughterhouse contaminants, and it's far better for the planet. It uses 41% less land, 79% less water and 71% less greenhouse gas emissions when compared to its animal counterpart.

The award-winning breakfast patty debuted in the US in 2020 and quickly became available at thousands of locations nationwide — an unprecedented pace of growth.

Impossible Sausage is made of soy protein, coconut oil, sunflower oil, and heme. Unlike the Impossible Burger, Impossible Sausage does not contain potato protein.

## WHAT IS HEME?

Heme is an iron-containing molecule found in every living organism — both plants and animals. Impossible Foods' scientists discovered early in their research that heme is what makes meat taste like meat. Impossible™ products get their heme from the protein soy leghemoglobin, which can be naturally found in soy roots. Impossible Foods produces soy leghemoglobin through genetic engineering and fermentation. Thanks to heme, Impossible products have a rich, meaty flavor that satisfies even the most discerning meat-eaters — but it contains no animal products whatsoever.

## ADDITIONAL INFORMATION

Have questions or interview requests?  
Email [PR@ImpossibleFoods.com](mailto:PR@ImpossibleFoods.com)

For news, photos, videos and other info, visit our media site at [ImpossibleFoods.com/Media](https://ImpossibleFoods.com/Media)

<sup>1</sup> In a home usage study, 70% of 254 U.S. consumers who cooked with Impossible Burger thought the taste was comparable to or better than ground beef from cows.

<sup>2</sup> The leading foodservice pork sausage contains 0.4mg iron, 190 calories, 18g total fat, 6g saturated fat and 25mg cholesterol while Impossible Sausage contains 1.3mg iron, 100 calories, 7g total fat, 2.5g saturated fat and 0 mg cholesterol per 45g patty"