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 make delicious, nutritious, affordable and sustainable meat, fish and dairy from plants.

Animal agriculture occupies nearly half of the world's land, is responsible for 15% of global greenhouse gas emissions and consumes 25% of the world's freshwater. We make meat using a small fraction of land, water and energy, so people can keep eating what 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 making meat, fish and dairy from plants — which have a much lower carbon footprint than meat, fish and dairy from animals. Pat brought together a team of top scientists to analyze meat at the molecular level and determine precisely why meat smells, handles, cooks and tastes the way it does. Together, we 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, and we plan to commercialize additional meat, fish and dairy products around the world.

CEO/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: 600
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. In July 2019, we announced a co-manufacturing collaboration with OSI, providing additional manufacturing capacity for the award-winning Impossible Burger.

OUR PRODUCTS

IMPOSSIBLE™ BURGER, MADE FROM PLANTS

Our flagship product, Impossible Burger, smells, handles, cooks and tastes like ground beef from cows. The 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. The 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 simple to cook on the BBQ, charbroiler, flat top grill, steamer or sauté pan.

Impossible Burger has as much bioavailable iron and protein as a comparable serving of ground beef from cows, but has 0 mg cholesterol, 14 grams of total 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 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 water, plant proteins, sunflower oil, coconut oil, and heme. 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 or 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 brand of 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. Impossible Sausage has none of the negative effects of the animal analogue, and it has no antibiotics or slaughterhouse contaminants.

The award-winning breakfast patty debuted in the US in 2020 and quickly became available at more than 20,000 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.

IMPOSSIBLE™ PORK, MADE FROM PLANTS

Impossible Pork, announced January 2020, is a delicious, nutritious, plant-based pork that can be prepared as kosher, halal and gluten-free. Impossible Pork is delicious in any ground pork dish, including spring rolls, stuffed vegetables, dumplings, wontons or sausage link. Like ground meat from pigs, Impossible Pork is characterized by its savory neutrality, adding depth and umami richness without being gamey or overpowering.

Impossible Pork contains no gluten, no animal hormones and no antibiotics. It has 16g protein, 3mg iron, 0 mg cholesterol, 13g total fat, 7g saturated fat and 220 calories in a 4-oz. serving. (Conventional "70/30" pork from animals contains 17g protein, 1mg iron, 86mg cholesterol, 32g total fat, 11g saturated fat and 350 calories in a 4-oz. serving.)

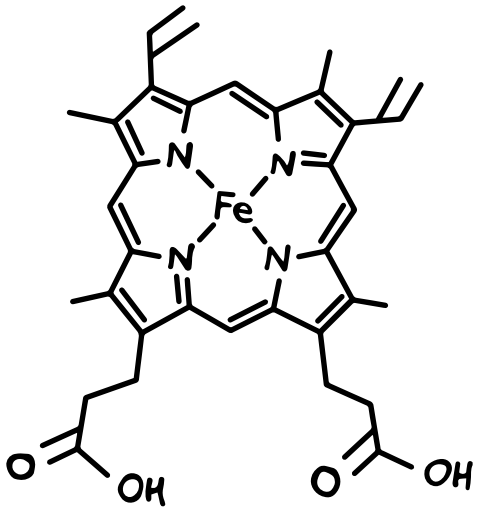
Impossible Pork is made of soy protein, coconut oil, sunflower oil, and heme. Unlike the Impossible Burger, Impossible Pork does not contain potato protein.

We are not providing additional details, including where it will be produced or when and where it will be sold. For more info, please reach out to **Hello@ImpossibleFoods.com**.

MORE INFO

WHAT IS HEME?

Heme is an iron-containing molecule found in every living organism — both plants and animals. Impossible Foods' scientists discovered heme is what makes meat taste like meat. Impossible products gets their heme from the protein soy leghemoglobin, which is 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 the most discerning meat-eaters — but it contains no animal products whatsoever.



ADDITIONAL INFORMATION

Have questions or interview requests?
Email PR@ImpossibleFoods.com

For news, photos, videos and other info, visit our media site at ImpossibleFoods.com/Media