

IMPOSSIBLE BURGER DEBUTS AT TWO AWARD-WINNING RESTAURANTS IN NEW YORK

- **Saxon + Parole and PUBLIC will feature two distinct styles of the Impossible Burger on menus starting this week**
- **Under the leadership of internationally acclaimed Chef Brad Farmerie, PUBLIC will be the first Michelin-starred restaurant to serve the Impossible Burger**
- **Impossible Burger's taste and low environmental impact inspires Chef Farmerie**

New York, February 1, 2017 – The Impossible Burger will debut this week on the menus of two award-winning restaurants in Manhattan.

Starting tomorrow, Saxon + Parole (www.saxonandparole.com) will serve the plant-based burger during weekday and weekend dinner service as well as weekend brunch. The American-style bistro -- one of New York's hottest destinations for brunch -- includes a celebrated cocktail bar and stocks many of the world's finest cuts of meat and fish.

Also starting this week, the internationally inspired restaurant PUBLIC (www.public-nyc.com) will serve the Impossible Burger during weekend brunch and at PUBLIC's bar during dinner service. The burger will also be offered at PUBLIC's sister bar, The Daily.

PUBLIC will be the first Michelin-starred restaurant to serve the Impossible Burger. The century-old dining authority, which has spotted significant culinary trends ranging from molecular gastronomy to farm-to-fork eating, sets the global gold standard for restaurant excellence.

Both restaurants are under the leadership of Executive Chef Brad Farmerie. The Pittsburgh, Pennsylvania, native graduated from Le Cordon Bleu in 1996 and has developed a unique style, blending elements of numerous cuisines from his international travels.

"It all starts with the ingredients," Farmerie said. "As a chef, I get inspired by the flavors, textures and possibilities of unique foods, and the promise they have for taking me on a journey. When I got a chance to cook with the Impossible Burger, my imagination was engaged. I was also drawn to the tremendous potential for plant-based meat to conserve our natural resources and protect our planet without compromising on taste."

BIG TASTE, SMALL FOOTPRINT

The Impossible Burger is the world's only burger that looks, handles, smells, cooks and tastes like ground beef from cows -- but it's made entirely from plants, with a much smaller environmental footprint than meat from animals.

The Impossible Burger has no hormones, antibiotics, cholesterol or artificial flavors. The Impossible Burger uses 75% less water, generates 87% fewer greenhouse gases and requires 95% less land than conventional ground beef from cows.

"Our mission is to give people all the decadent, delicious meat they crave -- in a way that is sustainable and scalable," said Impossible Foods CEO and Founder Patrick O. Brown, M.D., Ph.D.

In development for nearly five years, the Impossible Burger debuted in July 2016 in New York City at Chef David Chang's restaurant Momofuku Nishi. (Last month Chef Chang began serving Impossible Spicy Rice Cakes at Momofuku Ssäm Bar in New York City.) The Impossible Burger is also available in San Francisco at Jardinière and Cockscorn, and in Los Angeles at Crossroads Kitchen.

Impossible Foods is ramping up production and will launch in additional restaurants in the United States throughout 2017, including in multiple-unit chains. After that, Impossible Foods will sell the burger in retail outlets and in key global markets. The company also plans to commercialize plant-based chicken, fish, pork, dairy and cheese products.

TWO NEW STYLES OF IMPOSSIBLE BURGER

At **PUBLIC**, the Impossible Burger will be served on a seeded bun topped with muhammara aioli (hot pepper aioli), white cheddar, watercress, frisee, and housemade relish served with a side of crispy, seasoned shoestring potatoes. It will be offered on a first-come, first-served basis at the following times:

- 6:00 p.m. to 10:00 p.m. Tuesday through Thursday at the bar
- 6:00 p.m. to 11:00 p.m. Friday through Sunday at the bar
- 10:30 a.m. to 3:30 p.m. Saturday and Sunday at the bar and in the dining room during weekend brunch
- The Impossible Burger will also be available at PUBLIC's sister bar, The Daily, beginning at 5 p.m. Tuesday through Sunday

PUBLIC and The Daily are located at 210 Elizabeth Street, New York, NY 10012.

Reservations: 212-343-7011.

At the equestrian-themed bistro Saxon + Parole, the Impossible Burger will be offered in a decadent set-up topped with both a mushroom sauce and a truffle sauce, Sherry-braised onions, oyster mushrooms, and the

traditional lettuce, tomato and onion condiments served alongside an order of classic Saxon + Parole fries. It will be offered on a first-come, first-served basis at the following times:

- 6:00 p.m. to 10:00 p.m. Sunday through Thursday
- 5:00 p.m. to 11:00 p.m. Friday and Saturday
- 10:00 a.m. to 3:15 p.m. Saturday and Sunday during weekend brunch

Saxon + Parole is located at 316 Bowery, New York, NY. Reservations: 212-254-0350.

ABOUT IMPOSSIBLE FOODS

Based in Redwood City, California, Impossible Foods makes delicious, nutritious meat and dairy products directly from plants -- with a much smaller environmental footprint than meat from animals. The company's first product, the Impossible Burger, is served by highly respected chefs in their flagship restaurants. Impossible Foods is a private company with financial backing from Khosla Ventures, Bill Gates, Google Ventures, Horizons Ventures, UBS, Viking Global Investors and others. The company was founded in 2011 by Patrick O. Brown, M.D., Ph.D., formerly a biochemistry professor and Howard Hughes Medical Institute investigator at Stanford University.

More information:

impossiblefoods.com

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