

# IMPOSSIBLE FOODS LAUNCHES IMPOSSIBLE™ CHICKEN NUGGETS IN HONG KONG GROCERY STORES

**HONG KONG (August 5, 2022)** — This week, Impossible Foods is expanding its retail business in Hong Kong with the launch of one of its most popular products — Impossible™ Chicken Nuggets Made From Plants. The nuggets will be available starting this month at grocery stores across the city, including PARKnSHOP's fusion, TASTE and great Food Hall, as well as U Select, CitySuper, [HKTV mall](#) and [HOME+](#), with more locations to follow later this year.

“Our nuggets are one of our most popular products because they taste amazing,” said Heidi Nam, General Manager of Impossible Foods Hong Kong. “They’re also extremely convenient and they happen to be better for you and better for the planet, making them a perfect choice for adults and kids alike. We can’t wait for people in Hong Kong to try them.”

Impossible Foods is inviting Hong Kong residents and visitors to try Impossible Chicken Nuggets for the first time at dedicated pop-ups throughout the city, including at [Little Break Cafe](#) at K11 Musea Donut Playhouse, [The Butchers Club](#) food truck in West Kowloon Art Park, and [ROOOT](#) at The Mills. The pop-ups will offer free tastings with select purchases throughout the month of August. For more information, visit [www.impossiblefoods.com/hk/products/chicken](http://www.impossiblefoods.com/hk/products/chicken).

Impossible™ Chicken Nuggets quickly became the fastest-growing brand of plant-based chicken nuggets in the US after launching late last year. They come fully cooked and ready to prepare in the oven, air fryer, or microwave — offering a convenient solution for delicious meals and snacks. Most importantly, Impossible Chicken Nuggets taste like<sup>1</sup> the leading US brand of animal chicken nuggets, but are better for you and the planet.

## BETTER FOR YOU, BETTER THE PLANET

Made for chicken lovers everywhere, Impossible Chicken Nuggets feature a crispy golden breadcrumb exterior and a tender, juicy bite on the inside. They have 13 grams protein, 0 mg cholesterol (1.7 g of saturated fat), 55% less saturated fat and 30% less total fat than the leading brand of animal chicken nuggets in the US (per 95-gram serving).<sup>2</sup>

Like all Impossible Foods products, Impossible Chicken Nuggets have a far lower environmental footprint than their animal-based counterparts — requiring 49% less land, 44% less water, and 36% less greenhouse gas emissions to produce than animal-based chicken nuggets produced in the US.<sup>3</sup>

To learn more about Impossible Chicken Nuggets or to find a retailer near you, visit [www.impossiblefoods.com/hk](http://www.impossiblefoods.com/hk).

1. Based on a Sep 2021 nationally representative test of 320 consumers in 8 locations across the United States, testing against the leading brand of animal chicken nuggets in the US.
2. The leading US animal chicken nuggets contain 4 g of saturated fat while Impossible Chicken Nuggets Made From Plants contain 1.7 g of saturated fat per serving; the leading US animal chicken nuggets contain 18g of total fat per 95g serving while Impossible Chicken Nuggets Made From Plants contain 12.3 g of total fat per 95g serving.
3. ISO-Conformant LCA Report: Comparative Chicken Nugget Life Cycle Assessment (2021)

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## **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 company 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 Khosla Ventures, Bill Gates, Google Ventures, Horizons Ventures, UBS, Viking Global Investors, Temasek, Sailing Capital and Open Philanthropy Project.

Impossible Foods was Inc. Magazine's company of the year and one of TIME Most Influential Companies. Its flagship product, 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.

### **More information:**

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### **Press kit:**

[www.impossiblefoods.com/hk/media](http://www.impossiblefoods.com/hk/media)

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