



BURGER KING® RESTAURANTS LAUNCH THE IMPOSSIBLE™ CROISSAN'WICH®

First Nationwide Restaurant to Bring Impossible™ Breakfast Plant-Based Patty to a Breakfast Sandwich

BK® Celebrates the Late Night Grind by Giving Away New Breakfast Sandwich via the BK® App to All Night Owls

MIAMI – June 15, 2020 – BURGER KING® today announced it is launching the new Impossible™ Croissan'wich® sandwich nationwide. After a successful test earlier this year in select U.S. markets, BK® guests across the country can now get the same Croissan'wich sandwich they know and love with a delicious Impossible™ breakfast plant-based patty. This new menu item makes Burger King the first national restaurant to offer an Impossible breakfast plant-based patty on a breakfast sandwich. The all-new, limited-time-only Impossible Croissan'wich features a toasted flaky croissant, fluffy eggs, melted American cheese and a seasoned breakfast plant-based patty from Impossible Foods.

Whether you're a student, parent, essential night shift worker or gamer, staying up grinding through the night, Burger King wants to be there for you in the morning – and will be giving away up to 100,000 Impossible Croissan'wich sandwiches through the BK® App to all night owls. All night owls can claim a free Impossible Croissan'wich via the BK® App, which can be redeemed at participating U.S. restaurants; a minimum \$1 purchase is required*.

In 2019, Burger King restaurants rolled out the Impossible™ Whopper® sandwich nationwide becoming the first coast-to-coast quick-service restaurant to serve the award-winning, plant-based patty from food startup Impossible Foods, maker of the Impossible™ Burger.

The Impossible Croissan'wich is available nationwide at participating BK® restaurants for a recommended retail price of \$3.99. For additional information visit www.bk.com.

*Offer available for a limited time only at participating U.S. restaurants on the BK® App. Min. \$1 purchase required (before taxes). Limit one per account/day. Not valid in AK and HI, or on delivery orders. Promotion ends on 6/30/20, or when all coupons have been redeemed, whichever occurs first. See bk.com/offers.

About BURGER KING®:

Founded in 1954, the Burger King brand is the second largest fast food hamburger chain in the world. The original *Home of The Whopper®*, the Burger King system operates more than 18,800 locations in more than 100 countries and U.S. territories. Almost 100 percent of Burger King restaurants are owned and operated by independent franchisees, many of them family-owned operations that have been in business for decades. To learn more about the Burger King brand, please visit the Burger King brand website at www.bk.com or follow us on [Facebook](#), [Twitter](#) and [Instagram](#).

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. Impossible Foods was *Inc. Magazine's company of the year* and one of *Time Magazine's 50 Genius companies*. The 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.

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