

# IMPOSSIBLE FOODS EXPANDS ITS FOOTPRINT IN GROCERY STORES WITH FAN FAVORITE TRADER JOE'S

- The award-winning, plant-based Impossible™ Burger debuts today at Trader Joe's stores across the country
- Sales of Impossible Foods' flagship product in grocery stores have more than doubled every month since April, when the company began dramatically expanding its retail footprint
- Impossible Burger is now available in more than 5,000 grocery stores -- a 40X increase in our retail footprint since the start of the COVID-19 pandemic in the United States

**REDWOOD CITY, Calif. (July 27, 2020)** — Starting today, Impossible Foods' flagship product is rolling out at Trader Joe's locations across the United States, as the company continues its acceleration in retail outlets this year.

Since the beginning of the year, the grocery store footprint of Impossible Burger has grown more than 40-fold, when the Impossible Burger was only available in 150 grocery stores in Southern California and the Eastern Seaboard. It's now available in over 5,000 grocery stores, including Albertsons, Fred Meyer, Gelson's, H-E-B, Kroger, Safeway, Stop & Shop, Wegmans and many others.

Impossible Burger made its grocery store debut in September 2019, when it immediately rocketed to the No. 1 item sold on the East and West coasts at some of America's favorite grocery stores, easily outselling all ground beef from cows at many grocery stores. At one grocery store in Southern California, Impossible Burger outsold all brands of ground beef from cows -- and it outsold the next most popular single product by 6X.

"We plan to expand our retail presence 50X in 2020 alone and to make the Impossible Burger accessible wherever Americans go grocery shopping," said Impossible Foods' President Dennis Woodside. "We're particularly excited about the launch of Impossible at Trader Joe's, a beloved institution with die-hard fans and a company known particularly for its great meat, cheese and wine selection."

## DELICIOUS, NUTRITIOUS, SUSTAINABLE

Sold as a convenient and versatile 12-ounce package, Impossible Burger may be found fresh or frozen in the meat aisle, in the vegetarian section or in special promotional displays; grocery store placement varies by location.

**IMPOSSIBLE™**

Named top plant-based burger by the New York Times and a favorite by Cook's Illustrated, Impossible Burger rivals ground beef from cows for taste, and it's also nutritious and versatile in all ground meat recipes, including stews, chili, sauces, braises, minces, meatballs, meat pies or any other beefy menu item. It's easy to cook on an outdoor BBQ grill, flat top, Instant Pot, high speed oven, steamer or sauté pan.

Impossible Burger has as much protein and bioavailable iron as a comparable serving of ground beef from cows. A 4-ounce serving of Impossible Burger has 0 mg cholesterol, 14 g of total fat, 8 g of saturated fat and 240 calories. (A conventional 4-ounce "80/20" patty from cows has 80 mg cholesterol, 23 g of total fat, 9 g 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 and bioengineered, it uses 96% less land, 87% less water and 89% fewer greenhouse gas emissions compared to conventional beef from cows.

Home chefs can also log into Impossible Foods' Impact Calculator to learn exactly how much land, water and emissions they've saved by using Impossible Burger instead of ground beef from cows.

*To find a retailer near you carrying Impossible Burger, visit [www.impossiblefoods.com](http://www.impossiblefoods.com).*

## **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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### **Press kit:**

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