

IMPOSSIBLE FOODS EXPANDS IN RETAIL WITH NEW IMPOSSIBLE™ MEATBALLS MADE FROM PLANTS — NOW IN A DEDICATED PLANT-BASED SECTION IN WALMART STORES

REDWOOD CITY, Calif. (Nov. 16, 2021) — Today, California-based Impossible Foods is debuting Impossible Meatballs Made From Plants, the company's third new retail product in four months, as it continues to expand its presence on grocery store shelves.

Earlier this year, Impossible Foods launched Impossible™ Sausage Made From Plants and Impossible™ Chicken Nuggets Made From Plants in grocery stores and supermarkets nationwide. The company also dramatically expanded retail availability of its flagship product, Impossible™ Burger, which is now available in about 22,000 grocery retail locations.

Available at Walmart stores starting this month and coming to additional retailers later this year, the new Impossible Meatballs mark an expansion of Impossible Foods' presence at Walmart, which is launching a dedicated plant-based destination in its frozen aisle that will include Impossible™ products at more than 3,000 locations. The new section will feature Impossible Foods branding and include an array of frozen products made by Impossible Foods, including Impossible Chicken Nuggets, Impossible Sausage in Spicy and Savory flavors, and Impossible Burger patties, as well as the new Impossible Meatballs. Walmart also carries 12-ounce packages and 2-Patty packs of Impossible Burger in its fresh meat section, as well as both Savory and Spicy Impossible Sausage in its fresh breakfast meat section.

"We're innovating faster than ever and developing our products with qualities that matter most to consumers, including everything from taste to convenience," said Ravi Thakkar, Impossible Foods' vice president of product and commercialization. "Impossible Meatballs are the latest example of that — giving people a simple, delicious, and sustainable alternative to a family classic."

Impossible Meatballs come pre-formed and fully cooked, and work perfectly in all of the meatball recipes that people love — from spaghetti to meatball subs. Each meatball is made with a custom mix of Impossible Burger and Impossible Sausage, as well as a savory homestyle meatball seasoning blend. They have 12 grams of protein per serving, 0 milligrams of cholesterol (3.5 grams of saturated fat), and 30% less sodium than the leading homestyle animal meatballs. Priced at \$6.48 per pack at Walmart, Impossible Meatballs come in a resealable freezer bag and are ready to reheat via oven, microwave, stovetop or air fryer — making a quick and convenient meal or snack.

IMPOSSIBLE™

Impossible Foods' rapid expansion in grocery stores is a critical part of the company's mission to transform the global food system with compelling plant-based products that consumers prefer over animal products. The production of animals for use in food is responsible for up to 17% of greenhouse gas emissions globally, and animal farming destroys vast swaths of natural habitat that would otherwise be vital in removing CO2 emissions from the atmosphere.

Like all Impossible Foods products, Impossible Meatballs have a far lower environmental footprint than their animal-based counterparts — requiring 75% less land, 85% less water, and 90% less greenhouse gas emissions to produce than animal-based meatballs, according to a lifecycle analysis.

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, Mirae Asset Global Investments, Coatue, 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 (FAB) Award from the National Restaurant Association.

More information:

<https://impossiblefoods.com>

[Twitter](#)

[Facebook](#)

[Instagram](#)

[YouTube](#)

[Blog](#)

[LinkedIn](#)

Press kit:

<https://impossiblefoods.com/media>

Media Contact:

Keely Sulprizio

pr@impossiblefoods.com

IMPOSSIBLE™