

IMPOSSIBLE BURGER HITS THE LAS VEGAS STRIP

Andrea's at Wynn the first to introduce the Impossible Burger to Las Vegas

LAS VEGAS, April 13, 2017 — The Impossible Burger will debut this week in Las Vegas at Andrea's, the award-winning fine dining restaurant at Wynn Las Vegas.

Beginning tomorrow, Impossible Foods' plant-based burger will be available exclusively on Andrea's menu and featured in three unique dishes created by Executive Chef Joseph Elevado. Andrea's is the first restaurant to serve the Impossible Burger outside of New York and California. The Impossible Burger will also debut soon at the resort's Country Club – A New American Steakhouse.

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

"People always ask us when the Impossible Burger will come to their hometowns," said Pat Brown, CEO and founder of Impossible Foods. "We want the Impossible Burger to be everywhere—and until then, we're excited to bring it to the culinary program at Wynn. Las Vegas gets 40 million tourists per year, so people from around the world can try it."

EXPERIENCE THE IMPOSSIBLE THREE WAYS

Winner of the Forbes Travel Guide Four-Star Award, Andrea's has become America's premier example of "vibe dining" – a contemporary hot spot equally prized for its food, service, cocktails and eclectic atmosphere that embraces a more fluid and less formatted style of dining than the traditional three-course model. Helmed by Chef Elevado, Andrea's features shared plates of Asian-inspired specialties, ocean-fresh sushi, rotating seasonal sides and other delicacies.

"Andrea's is the first restaurant to introduce the Impossible Burger to Las Vegas, and I'm excited to share my take on it," Executive Chef Joseph Elevado said. "The three dishes we've created showcase both the product and the restaurant's elevated approach toward innovation."

Available nightly, Chef Elevado's menu will feature three specialty dishes including Thai Crispy Rice Cups, made with Impossible Burger, mint, cilantro, chili, onion, ginger and peanuts; Impossible Burgers, three sizzling sliders served with frisée, kimchee, pickles, kalbi and kochujang aioli; and Ma Po Tofu, a unique take on meatballs made with Impossible Burger, chili paste, shiitake mushrooms and green onion.

Andrea's is open for dinner Sunday through Thursday from 6 p.m. to 10:30 p.m. and on Friday and Saturday until 11:30 p.m. Reservations are highly recommended and can be made by calling 702-770-5340.

IMPOSSIBLE™

BIG TASTE, SMALL FOOTPRINT

The Impossible Burger uses about 75% less water, generates about 87% fewer greenhouse gases and requires around 95% less land than conventional ground beef from cows. It's produced without hormones, antibiotics, cholesterol or artificial flavors.

In development since 2011, the Impossible Burger debuted in July 2016 in New York City at Chef David Chang's restaurant Momofuku Nishi and continues to be offered there.

The Impossible Burger is available at additional cities in California and New York. Check the most up-to-date list of restaurants.

Impossible Foods is building a production site in Oakland, Calif., which could enable the company to produce enough Impossible Burgers for 1,000 restaurants within a year. The site has the capacity to make 250 times more Impossible Burgers than the company is currently making in its headquarters in Redwood City, Calif., and at a small facility in New Jersey.

Following Las Vegas, the Impossible Burger will debut in more fine-dining restaurants and multi-unit chains throughout the United States. After that, the company plans to have the Impossible Burger in retail outlets and key regions internationally. In addition to the Impossible Burger, the company is developing additional types of plant-based meats, dairy products and cheeses.

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 those produced from animals. The privately held 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. Investors include Khosla Ventures, Bill Gates, Google Ventures, Horizons Ventures, UBS, Viking Global Investors, Open Philanthropy Project and Temasek.

More information:

impossiblefoods.com

Twitter: [@impossiblefoods](https://twitter.com/impossiblefoods)

Instagram: [@impossible_foods](https://www.instagram.com/impossible_foods)

Facebook: www.facebook.com/impossiblefoods

Press Kit:

<https://impossiblefoods.app.box.com/v/presskit>

Media b-roll available of Oakland plant and restaurant exteriors:

<https://vimeo.com/208562234>

password: lovethempossible

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ABOUT WYNN LAS VEGAS

Wynn Resorts is the recipient of more Forbes Travel Guide Five Star Awards than any other independent hotel company in the world. Wynn Las Vegas opened on April 28, 2005 and has been recognized as the best resort in Nevada on Condé Nast Traveler's "Gold List" for nine consecutive years. Wynn and Encore Las Vegas feature two luxury hotel towers with a total of 4,750 spacious hotel rooms, suites and villas, approximately 189,000 square feet of casino space, 24 dining experiences featuring signature chefs and 11 bars, two award-winning spas, an on-site 18-hole golf course, approximately 290,000 square feet of meeting and convention space, approximately 99,000 square feet of retail space as well as two showrooms; three nightclubs, a beach club and recreation and leisure facilities. A luxury retail Strip-front expansion, Wynn Plaza, is currently under construction and is scheduled to debut the first quarter of 2018.

More information on Wynn and Encore Las Vegas:

www.wynnpressroom.com

Twitter and Instagram: @WynnLasVegas

Facebook: www.facebook.com/wynnlasvegas