

POSTMATES LAUNCHES ON-DEMAND DELIVERY OF IMPOSSIBLE BURGER

- **Postmates launches on-demand deliveries of the Impossible Burger--just in time to satisfy holiday cravings**
- **Deliveries of Impossible Burger from Postmates start Tuesday in Los Angeles -- with free delivery through November 26**
- **Postmates will begin on-demand delivery from Fatburger; other restaurants coming soon**
- * **Postmates will become official partner of Impossible Burger Tour in the United States**

SAN FRANCISCO, Calif. (Nov 20, 2017) — The burger that generates lines around the block is available for home delivery.

Starting Tuesday, meat lovers in Los Angeles can get the award-winning Impossible Burger delivered to their homes, thanks to a new partnership between Postmates and Impossible Foods.

Postmates' customers in Los Angeles will be able to order the Impossible Burger and get it in about 30 minutes or less. Postmates is the only on-demand service offering free delivery of Impossible Burgers throughout the Thanksgiving holiday.

Angelenos can order the plant-based Impossible Burger from Fatburger, one of America's leading restaurant groups and progenitor of the global "better burger" trend. After the Los Angeles pilot, the Impossible Burger and Postmates' delivery partnership will roll out to other restaurant partners and locations.

In addition, Postmates will offer free delivery where Postmates' service is available to people who sample the Impossible Burger during the Impossible Burger Tour, a coast-to-coast road trip to introduce the burger to as many people as possible. To discover where the tour is headed, follow Impossible Foods on social media.

To order the Impossible Burger, visit [Postmates.com](https://www.postmates.com) or download the Postmates app on [iOS](#) or [Android](#).

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POSTMATES AND IMPOSSIBLE FOODS: DELIVERING SUSTAINABILITY

“When the Impossible Burger debuted last year, people literally stood in line to try it -- and the Impossible Burger is still selling out and a top menu item nearly everywhere it’s served,” said Impossible Foods’ Chief Operations Officer and Chief Financial Officer David Lee, who oversees sales. “We’re thrilled to partner with Postmates so people can get the Impossible Burger at home -- and they can do it from an on-demand platform that’s committed to sustainability.”

Postmates -- the only on-demand platform that can deliver anything from anywhere -- launched a first-of-its-kind zero-emissions fleet initiative earlier this year. It’s the first on-demand delivery app to deploy a mix of electric scooters and bikes for its delivery fleet coast to coast. The program makes deliveries more cost-effective and efficient, advancing Postmates’ commitment to sustainable cities and reducing the company’s environmental footprint.

“Our customers have been asking for the Impossible Burger by name, and we are excited to help bring the phenomenon that is taking the world by storm to even more people,” said Abby Lunardini, Postmates’ Senior Vice President for Brand Marketing & Communications. “Postmates is committed to reducing our own footprint, so it’s natural to partner with Impossible Foods, a company changing how we think about food and its environmental impact.”

IMPOSSIBLE BURGER: MORE THAN 250 RESTAURANTS FROM COAST TO COAST

Launched in 2016 in a handful of top restaurants in New York and California, the Impossible Burger is becoming one of the hottest menu items from Portland, Maine, to Portland, Oregon -- and hundreds of points in between. The Impossible Burger is one of the top selling menu items nearly everywhere it’s sold.

The Impossible Burger is the only plant-based burger that’s featured in America’s most beloved “better burger” concepts Bareburger, Umami Burger, Hopdoddy, The Counter, Fatburger, Gott’s and B Spot, owned by Chef Michael Symon.

The Impossible Burger is now served in more than 250 restaurants in at least 18 states -- and in many restaurants and chains, it’s outselling conventional burgers from cows. Click here for a full list of restaurants serving the Impossible Burger. If you’re a restaurateur and want to order the Impossible Burger for your establishment, send an email to hello@impossiblefoods.com.

BIG TASTE, SMALL FOOTPRINT

In development since 2011, the Impossible Burger cooks, smells and tastes like ground beef from cows -- but is made entirely from plants. The Impossible Burger, which debuted in July 2016 at Chef David Chang’s Momofuku Nishi in Manhattan, won a 2017 [Tasty Award](#) for best food startup.

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

The Impossible Burger is made from simple ingredients, including water, wheat protein, coconut oil and potato protein. Impossible Burger's nutritional profile is similar to beef, delivering as much protein and iron as beef. One special ingredient -- heme -- contributes to the characteristic taste of meat and catalyzes flavors just like when meat is cooked. Impossible Foods [discovered how to get heme from plants](#), transforming the Impossible Burger into a carnivore's delight that's light on the planet.

Impossible Foods [launched production](#) in September at its first large-scale manufacturing plant, in Oakland, Calif. As the Oakland plant ramps up over the next several quarters, Impossible Foods expects to expand distribution to even more restaurants. To learn more about Impossible Foods' plant in Oakland, [watch this video](#).

ABOUT IMPOSSIBLE FOODS:

Based in Redwood City, Calif., Impossible Foods makes delicious, nutritious meat and dairy products directly 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., 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, Temasek and Open Philanthropy Project.

ABOUT POSTMATES:

Postmates helps people unlock the best of their cities -- and their lives, with an insanely reliable on-demand "everything" network. Postmates has the largest on-demand delivery fleet in the U.S. of more than 100,000 Postmates, who operate in more than 250 cities and provide access to over 250,000 merchants. Postmates is the largest on-demand delivery app in Los Angeles -- the biggest consumer market in the U.S. The business now completes 2.5 million deliveries a month and is on track to sell \$1 Billion in goods on the platform in 2017. While some companies try to build a warehouse outside of a city and funnel goods into it, Postmates believes that our cities, our towns and our communities are our warehouses. Postmates is helping transform the way food and merchandise move around cities -- by connecting the city to customers, while helping local brick and mortar businesses better compete against retail goliaths.

Headquartered in San Francisco, with 550 employees, Postmates is building a movement. Have chips but no guac? Postmate it. Your date night? Postmate it. Game day? Postmate it. Run out of caffeine? Postmate it. Impossible Burger? Postmate it. Learn more: www.postmates.com.

More information:

www.impossiblefoods.com

www.twitter.com/impossiblefoods

www.facebook.com/impossiblefoods

www.instagram.com/impossible_foods

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

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