

IMPOSSIBLE FOODS INTRODUCES WILD NUGGIES™ — A PLAYFUL AND EDUCATIONAL SPIN ON KIDS' CHICKEN NUGGETS

- *Impossible Foods continues its rapid retail expansion with the addition of two convenient new products for home cooks.*
- *Wild Nuggies are designed in unique shapes that represent vulnerable and critically endangered animals, made to inspire the next generation to preserve nature.*
- *Previously found only in restaurants, the popular Impossible breakfast sausage patty is also rolling out in two new flavors in grocery stores and supermarkets.*

REDWOOD CITY, Calif. (Mar. 1, 2022) — Today, California-based Impossible Foods is launching two new products in grocery stores — including one purposefully designed to get kids and parents talking about the connection between their food and the planet.

Impossible™ Chicken Nuggets Made From Plants: Wild Nuggies™ feature the same great taste as the popular original [Impossible™ Chicken Nuggets Made From Plants](#), but come in the shapes of vulnerable and critically endangered animals to represent the wildlife at the core of Impossible Foods' mission.

“Our goal is to spark a conversation at the dinner table about how our food choices impact our planet, and how eating plant-based is the best way for kids to help combat the urgent threat of climate change and nature loss,” said Laura Kliman, director of new product development at Impossible Foods. “With our latest products, we’re showing kids and consumers that they can still have everything they love about meat, but without needing to consume any dead animals.”

The new nuggets feature the shapes of a black rhino, Galápagos tortoise, polar bear and right whale. The new shaped nuggets feature 10 grams of protein per serving, no cholesterol, 25% less total fat (11 grams vs. 8 grams per serving) and 40% less saturated fat (2.5 grams vs. 1.5 grams per serving) than the leading shaped animal chicken nuggets. Most importantly, they use 49% less land, 44% less water and generate 36% less greenhouse gas emissions than animal-based nuggets, based on a Life Cycle Assessment.

In addition to Wild Nuggies, Impossible Foods is launching Impossible™ Sausage Patties Made From Plants, which will, for the first time, bring grocery shoppers the same delicious characteristics of the company's popular breakfast sausage patty found at Starbucks and Jamba. With 6 grams of protein per patty, the new convenient breakfast patties are available in two flavors — savory and spicy — and contain 25%-35% fewer calories, 45%-55% less total fat and 40%-50% less saturated fat than the leading animal-based sausage patties, depending on the flavor. Like all Impossible™ products, they use a small fraction of the water, land and energy required to produce pork sausage patties.

The two new products from Impossible Foods come on the heels of record retail growth for the company and a burst of recent product launches over the last six months. At the close of 2021, the company saw an 85% spike in quarterly retail revenue and a significant increase in retail sales. Since August of last year, Impossible Foods has debuted Impossible™ Meatballs Made From Plants, ground Impossible™ Sausage Made From Plants and the original Impossible Chicken Nuggets Made From Plants. The latter two were found by the majority of consumers to be as good as their respective animal-based products in taste tests.

AVAILABILITY

Wild Nuggies will be rolling out in the frozen food aisles of major retailers this week, including select Walmart, Shaw's, Albertsons and Safeway stores across the country, followed later this spring by Giant Martins, Sprouts, Wegmans Food Markets and select Target stores.

Impossible Sausage Patties will be available this month in the frozen food aisle at select Walmart, Shaw's, Albertsons, Safeway stores and Wegmans Food Markets, followed by Kroger Family of Stores locations next month, and Giant Martin's, Sprouts, select Target stores and others to follow in the coming months.

Impossible Foods products can be found in close to 25,000 grocery stores nationwide. As always, customers can visit the [locator map on the Impossible Foods website](#) to find a store near them.

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, Horizons Ventures, UBS, Viking Global Investors, Temasek, Sailing Capital and Open Philanthropy Project.

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Press kit:

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Media Contact:

Keely Sulprizio

pr@impossiblefoods.com

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