

# IMPOSSIBLE FOODS TEAMS UP WITH AUSTRALIA'S BEST LOCAL RESTAURANTS TO LAUNCH IMPOSSIBLE PORK™ MADE FROM PLANTS

**SYDNEY (August 17, 2022)** — This week, California-based Impossible Foods is launching Impossible™ Pork at a number of iconic local restaurants and cafes across Australia. Local foodies can now enjoy a wide range of classic pork dishes made with Impossible Pork at restaurants including the acclaimed Vietnamese restaurant [Red Lantern](#) in Sydney, the iconic plant-based eatery [Smith & Daughters](#) in Melbourne, and at any location of the cult dining institution [Butter](#).

A blind taste test in Hong Kong revealed over half of consumers surveyed prefer Impossible Pork over ground pork from pigs<sup>1</sup>: Impossible Pork scored higher in every category tested, including flavour liking, texture liking, and purchase intent. Tasters in the US have also given Impossible Pork rave reviews, with [CNET](#) saying: “Fair warning: You may have a hard time convincing yourself it's not the real thing,” and [The New Yorker](#) restaurant critic calling the Spicy Rice Cakes served with Impossible Pork Ragu at David Chang's Momofuku Ssäm Bar “a rare gastronomic gift that tastes more indulgent than it is.”

“Australia is one of the heaviest meat-consuming markets per capita in the world and pork plays a central role in some of the nations’ favourite cuisines, so launching Impossible Pork there felt like the natural next step for our expansion,” said Jordan Sadowsky, Director of International at Impossible Foods. “We’re working with some of the most exciting chefs in Australia to showcase the culinary versatility of this product, and we think people are really going to love it.”

## AVAILABILITY

For the arrival of Impossible Pork, Impossible Foods has enlisted a number of Aussie chefs and restaurateurs to celebrate the nation’s love for all things local. Each chef has incorporated Impossible Pork in their own iconic food traditions, from dumplings to sausage rolls, giving consumers the chance to try it for brekky, lunch, dinner and smoko. Now available exclusively at:

### NSW

- [Red Lantern](#), **Darlinghurst** - serving Lemongrass Impossible™ Pork skewers served on a vermicelli, herb and pickled vegetable salad
- [Single O](#), **Surry Hills** - serving Impossible™ Pork Breakfast terrine with haloumi, saltbush crusted egg, smoked tomato achiote coulis and sea lettuce salsa verde
- [Tacos Muchachos](#), **Redfern** - serving Vegan Tacos Al Pastor Chorizo with Impossible™ Pork, guacamole salsa, red salsa, onion, cilantro and pineapple
- [Butter](#), **Chatswood**, **Surry Hills**, **Parramatta** - serving Burnt Endz Impossible™ Pork Hot Ballz Ramen

1. In a blind taste test of 205 consumers in Hong Kong, Impossible Pork Made From Plants was preferred to ground pork from pigs (54% preference vs. 46%). Impossible Pork Made From Plants scored higher than ground pork from pigs on all attributes tested, including overall liking, appearance liking, flavour liking, texture liking and purchase intent.

## VIC

- [Smith & Daughters](#), **Collingwood** - serving Classic Smith & Daughters Impossible™ Pork Sausage Roll and Braised Iranian Impossible™ Pork & buckwheat meatballs with pomegranate and farinata
- [Bread Club](#), **North Melbourne** - serving Impossible™ Pork Sausage Roll and Lasagne pie

## QLD

- [SouthSide](#), **South Brisbane** - serving Spicy Impossible™ Pork Mapo Tofu, Impossible Pork Xiao Long Bao. Note: Available from Friday 19 August onwards
- [Donna Chang](#), **Brisbane City** - serving Impossible™ Pork Mapo Tofu

To find other local restaurants serving Impossible Pork, visit: <https://impossiblefoods.com/au-en/locations>.

## ABOUT IMPOSSIBLE™ PORK

Impossible Pork is as versatile as pork from pigs and can be served in any minced pork dish like sausage rolls, meatballs, chilli, dumplings and xiao long bao. Because it's made from plants, it uses 51% less water, 94% less land and generates 85% less greenhouse gasses (GHG) than its animal counterpart in Australia and rivals minced pork from pigs with its mild savoury flavour balanced with umami richness, without being gamey or overpowering.

It contains no animal hormones, antibiotics, or added nitrates and it is certified gluten-free. Each 113-gram serving of Impossible Pork delivers 17.7 grams of protein and is a good source of zinc, calcium, and B vitamins (Niacin, B6 and B12).

### NOTES TO THE EDITOR:

- Media kit and images [here](#).
- Impossible Pork is also available to order via Australian importer Beak & Johnston (B&J). All restaurant operators looking to bring Impossible™ Pork to their menus can reach out to [australiasales.inquiries@impossiblefoods.com](mailto:australiasales.inquiries@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 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.

Impossible Foods was [Inc. Magazine's company of the year](#) and one of [TIME Most Influential Companies](#). Its 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.

**IMPOSSIBLE™**

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