

IMPOSSIBLE FOODS' FLAGSHIP PRODUCT IS NOW AVAILABLE IN ABOUT 5,000 RESTAURANTS

- Plant-based Impossible™ Burger is now available in about 5,000 restaurants and in all 50 states -- up from about 50 restaurants one year ago
- Gourmet pub concept Dog Haus Biergarten and happy-hour hotspot Hurricane Grill & Wings will launch the burger chainwide next week; more national chains to come after that
- In response to overwhelming demand, Impossible Foods confirms it plans to sell the Impossible Burger in grocery stores starting next year

REDWOOD CITY, Calif. (November 8, 2018) — The Impossible Burger is now available in about 5,000 restaurants in the United States.

Impossible Foods' flagship product is available in restaurants in all 50 states, from Alaska to Florida -- and in stadiums, arenas, museums, corporate canteens and other locations. Check out [this locator map](#) to find the nearest Impossible Burger.

The award-winning Impossible Burger is the only plant-based burger served at America's favorite "better burger" concepts Fatburger, Wahlburgers, Umami Burger, Hopdoddy, Gott's and The Counter, as well as the Midwest's M-Burger and B Spot (owned by [Chef Michael Symon](#)). Additional restaurants add the Impossible Burger every day.

On Nov. 12, an Impossible Burger and Impossible Slider will debut at all 30+ [Dog Haus](#) locations nationwide. Dog Haus, a California-based gourmet hot dog, sausage and burger concept, is one of the fastest growing food concepts in America -- and it's considered one of the country's most innovative franchises.

Also on Nov. 12, [Hurricane Grill & Wings](#) will launch the Impossible Burger in 55 units. Florida-based Hurricane Grill & Wings is known for its jumbo, fresh wings, more than 35 signature sauces and rubs and tropical, laid-back vibe. Named by USA Today as one of "10 Great Places to Wing It," Hurricane Grill & Wings' menu includes craveable wings, tacos, burgers and seafood.

In April, America's original fast-food restaurant, White Castle, [added the Impossible Slider](#) to menus in 140 restaurants nationwide; based on the sales surge, in September White Castle expanded the Impossible Slider to all 377 company-owned restaurants.

In addition to about 5,000 restaurants in the United States, around 100 restaurants in Hong Kong and Macau also feature the Impossible Burger. Impossible Foods' clients in Asia include premium resorts such as the Mandarin Oriental and Galaxy Macau, as well as award-winning restaurants and beloved concepts such as Cali-Mex (Asia's top Mexican franchise) and Beef & Liberty (regarded as Asia's top "better burger" establishment).

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FROM WHITE GLOVE TO WHITE CASTLE...COMING SOON TO A STORE NEAR YOU!

In response to overwhelming demand from consumers, Impossible Foods confirmed today that it plans to sell the Impossible Burger in grocery stores in the United States starting in 2019.

“By far the No. 1 message from fans on social media is, ‘When will I be able to buy and cook the Impossible Burger at home?’” said Impossible Foods’ CEO and Founder Dr. Patrick Brown. “We can’t wait until home chefs experience the magic and delight of the first plant-based meat that actually cooks and tastes like meat from animals--without any compromise.”

The company is not providing additional details of its retail launch at this time.

Impossible Foods makes meat directly from plants -- with a much smaller environmental footprint than meat from animals. The company uses modern science and technology to create wholesome and nutritious food, restore natural ecosystems and feed a growing population sustainably.

13 MILLION BURGERS STRONG

Americans have eaten more than 13 million Impossible Burgers since July 2016, when the product first debuted to lines-around-the-block crowds at Chef David Chang’s trendsetting restaurant Momofuku Nishi in New York City.

Those 13 million burgers translate to the weight of beef from more than 6,500 cows, the resources saved of a land area bigger than 25 Central Parks, the single-day water use of more than two million Americans, and greenhouse-gas emissions equivalent to driving the US from coast to coast 80,000 times.

Thanks to strong demand from restaurants -- and pent-up demand from home chefs -- Impossible Foods believes it is on track to eliminate the need for animals as a food production technology by 2035.

“Until today, the only technology we’ve known that can turn plants into meat has been animals -- but cows, pigs, chicken and fish are terribly inefficient at turning plants into meat. We now know how to make meat better -- by making it directly from plants,” Brown said. “In eliminating the need for animals in the food system, we will return massive tracts of land to biodiversity, reduce food insecurity and global conflicts, and let the Earth heal itself. Eliminating the need for animals in the food system is the easiest path to preserve our planet -- without compromising quality of life.”

HEME MAKES MEAT MEATY

To satisfy the global demand for meat at a fraction of the environmental impact, Impossible Foods developed a far more sustainable, scalable and affordable way to make heme and therefore meat, without the catastrophic environmental impact of livestock. The company genetically engineers and ferments yeast to produce a heme protein naturally found in plants, called soy leghemoglobin.

The heme in the Impossible Burger is identical to the essential heme humans have been consuming for hundreds of thousands of years in meat — and while the Impossible Burger delivers all the craveable depth of beef, it uses far fewer resources.

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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 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, Sailing Capital, and Open Philanthropy Project.

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Media Contact:

Rachel Soeharto, rachel.soeharto@impossiblefoods.com

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