

UNDER EMBARGO UNTIL TUES, 6/23, 5AM ET



IMPOSSIBLE™

New, Delicious Impossible™ Breakfast Sandwich Now Available at Starbucks in the U.S.



June 23, 2020- Today, Starbucks customers across the U.S. can enjoy the **Impossible™ Breakfast Sandwich available** as part of Starbucks new summer menu alongside new cold coffee beverages. The Impossible™ Breakfast Sandwich features savory Impossible™ Sausage Made from Plants, which is combined with a cage-free fried egg and aged cheddar cheese and served on an artisanal ciabatta bread. With 22 grams of protein, the new breakfast sandwich is available now at the majority of Starbucks locations throughout the U.S. and offers everything customers love about a classic sausage breakfast sandwich but with plant-based sausage.

"We're pleased to add the Impossible Breakfast Sandwich, made with Impossible plant-based sausage, to Starbucks menu in the U.S., to meet the growing customer-interest in plant-based options" said Michael Kobori, chief sustainability officer at Starbucks. "Over the years, in response to customer interest, we have added plant-based milk alternatives such as soy, coconut, almond, and oat milk. We are thrilled to expand our plant-based menu into food with this new breakfast sandwich."

The Impossible Breakfast Sandwich joins a growing number of plant-based menu items offered to Starbucks customers in the US. As part of these sustainability initiatives, and to meet an increasing customer demand, we will continue to expand plant-based choices as an environmentally friendly menu contributes to our [goal](#) to be a resource positive company.

"Starbucks' commitment to add more plant-based ingredients to its menu is a new benchmark for large corporations," said Dr. Patrick O. Brown, Founder and CEO of Impossible Foods. "Impossible Foods is making plant-based foods that deliver unrivaled taste, nutrition and convenience. We're excited to work with Starbucks, which shares our mission to make the global food system sustainable."

The Impossible™ Breakfast Sandwich is available for customers to order alongside their favorite beverages at Starbucks stores, using the **Starbucks® App** for order ahead and contactless payment and without leaving home using **Starbucks Delivers** through Uber Eats nationwide.

More information on Impossible™ can be found [here](#).