

# IMPOSSIBLE FOODS EXPANDS IN CANADA WITH IMPOSSIBLE™ CHICKEN NUGGETS

**TORONTO (July 1, 2022)** — Today, Impossible Foods is expanding its retail business in Canada with the launch of one of its most popular products — Impossible Chicken Nuggets Made From Plants. The nuggets will be available at grocery stores across the country, including Sobeys, Safeway and IGA this week, followed by Loblaws, Metro, Food Basics and others later this summer.

Impossible's retail footprint in Canada is now well over 2,000 locations — more than triple what it was in November 2020, when the brand first launched its flagship Impossible Burger in about 600 Canadian grocery stores.

“Our nuggets have turned out to be one of our most popular products – both because of their amazing taste and also because they're better for you and better for the planet,” said Dan Greene, SVP of North American Sales at Impossible Foods. “We're excited to bring them to consumers in Canada, which has already proven to be a great market for Impossible Burger and Impossible Sausage. And we've got terrific retail partners who are making it possible.”

Impossible™ Chicken Nuggets quickly became the fastest-growing brand of plant-based chicken nuggets in the US after launching late last year. They come fully cooked and ready to prepare in the oven, air fryer, or microwave — offering a convenient solution for delicious mealtimes and snacks. Most importantly, Impossible Chicken Nuggets taste like<sup>1</sup> the leading brand of animal chicken nuggets, but are better for you and the planet.

## BETTER FOR YOU, BETTER THE PLANET

Made for chicken lovers everywhere, Impossible Chicken Nuggets feature a crispy golden breadcrumb exterior and a tender, juicy bite on the inside. They're packed with protein (12 grams protein per 95-gram serving), and have zero cholesterol and 25% less saturated fat than the leading brand of animal chicken nuggets.<sup>2</sup>

Like all Impossible Foods products, Impossible Chicken Nuggets have a far lower environmental footprint than their animal-based counterparts — requiring 49% less land, 44% less water, and 36% less greenhouse gas emissions to produce than animal-based chicken nuggets produced in the US.<sup>3</sup>

To learn more about Impossible Chicken Nuggets or to find a retailer near you, visit [www.impossiblefoods.ca](http://www.impossiblefoods.ca).

1. Based on a Sep 2021 nationally representative test of 320 consumers in 8 locations across the United States, testing against the leading brand of animal chicken nuggets in the US.
2. The leading animal chicken nuggets contain 2g of saturated fat while Impossible Chicken Nuggets Made From Plants contain 1.5g of saturated fat per 95g serving.
3. Impossible Foods Life Cycle Assessment of Impossible Chicken Nugget, ISO compliant; WSP, 2021

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## **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 (FABI) Award from the National Restaurant Association.

### **More information:**

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