

HAWAIIAN INSTITUTION MINIT STOP REPLACES BEEF WITH AWARD-WINNING IMPOSSIBLE BURGER

- America's favorite plant-based burger will be available at 16 Minit Stop store locations in Hawaii, starting today
- Beloved local quick service chain anticipates unprecedented volume, offers nine different Impossible meal combinations to entirely replace beef from cows
- Impossible™ Burger is now available in more than 17,000 restaurants — and the food tech startup launched plant-based meat in grocery stores late last month

REDWOOD CITY, Calif. (Oct. 21, 2019) — Hawaii's favorite convenience store, Minit Stop, today announced a groundbreaking decision to eliminate beef from its menu — instead replacing it entirely with Impossible Burger.

Minit Stop's decision to remove all cow-based beef from its menu serves as a rallying cry for other restaurants to follow suit, highlighting the importance of making more sustainable decisions -- without any compromise on taste. Minit Stop specifically chose to work with Impossible Foods based on strong consumer demand and the brand's track-record for creating delicious meat made from plants.

The flagship product from Impossible Foods requires vastly less land, water and energy than a conventional burger from cows. The award-winning burger rivals ground beef from cows for taste, nutrition and versatility -- a perfect addition to the menus at Minit Stop, known for its high-quality, home-cooked cuisine.

“We're seeing more and more residents and visitors opt for Impossible. Impossible's plant-based burger acts, smells, and tastes like beef. So much so, that we can add our own local flavor profile to it. We included ingredients from some of Hawaii's favorite traditional recipes and created a winning combination unique to Minit Stop.” said Minit Stop Vice President, Jon Miyabuchi. “Our customers have been asking for the Impossible Burger by name almost since it debuted in 2016. We're thrilled to give consumers exactly what they want, exactly what our planet needs, and with a local flavor profile twist.

PEOPLE, PLANET, PONO

Hawaii restaurants are among the nation's highest-volume outlets for Impossible Burger sales, with some restaurants selling more than 100 plant-based patties per day. Minit Stop anticipates unprecedented sales volume of the Impossible Burger, which just last month debuted on grocery store shelves and immediately rocketed to the No. 1 position among all packaged goods sold at some of America's favorite grocery stores.

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Minit Stop, a Hawaiian institution, has 18 stores throughout Hawaii and Maui islands where people can refuel their cars and their stomachs. Two of their locations are fuel kiosks. The company embraces the concept of “pono” -- to do what is right, including for people and the planet.

Minit Stop estimates that it will serve up to 6,875 pounds of Impossible meat per month, and up to 82,500 pounds for the first year. That’s the equivalent to removing 200 cars from the road for a year, preserving a land area of more than 400 football fields large, and saving enough water to fill 55 million standard-size water bottles.

Each of Minit Stop’s 16 store locations offers an island menu of “home-cooked” entrees and is most famous for their Minit Stop Fried Chicken, along with a wide variety of fresh salads and sandwiches daily. The hometown favorite will also be showcasing a variety of its Impossible menu items at [A Taste of Hilo](#) on Sunday October 20.

Minit Stop will offer nine different Impossible meal combinations, ranging from \$7.49 to \$12.99. The initial Impossible menu includes:

- **Impossible™ Sandwiches** in regular and Teri burger flavors (debuting later this year)
- **Impossible™ Burger Bowls** in Meatloaf, Teri Burger, and Hamburger Steak styles
- **Impossible™ Burger Cheeseburger Flying Saucers** — a Minit Stop signature item (debuting later this year)
- **Impossible™ Burger Plate Lunches** in Meatloaf, Teri Burger, and Hamburger Steak styles

SCORCHING DEMAND

The Impossible Burger is served in more than 17,000 restaurants in all 50 states and in nearly every type of cuisine -- from burgers, tacos and pizza to poke sushi burritos.

The Impossible Burger is now America’s most popular late-night delivery snack, according to [Grubhub's "State of the Plate"](#) report, with delivery sales surging 529% in the first half of 2019 -- proof that the product satisfies the midnight cravings of carnivores on the prowl for chow.

This summer, Impossible Foods [announced a co-manufacturing collaboration with global food provider OSI Group](#), one of the largest food producers in the world. OSI has already begun to produce the Impossible Burger, adding short-term capacity to Impossible Foods’ plant in Oakland, Calif. OSI will continue to expand production of Impossible Foods’ flagship product throughout 2019 and thereafter.

The Impossible Slider at White Castle is considered [one of America’s best fast-food burgers](#), and Impossible Burger mentions on Yelp are [on fire](#). Political commentator and Texas cattle rancher Glenn Beck [couldn’t tell the difference between the Impossible Burger and ground beef from cows](#) in a side-by-side taste test, and the Washington Post called Impossible’s plant-based burger a “[wake-up call to the meat industry](#).”

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In April, the world's second largest burger chain, Burger King, debuted the Impossible Whopper in a regional test in St. Louis. The regional test of the Impossible Whopper at Burger King restaurants in St. Louis went exceedingly well; in August, the Miami-based restaurant chain rolled out the Impossible Whopper to 7,200 U.S. restaurants nationwide.

Stay tuned for more news -- including the next retail launches -- by visiting impossiblefoods.com/media and on social media.

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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