

HOPDODDY BURGER BAR LAUNCHES THE IMPOSSIBLE BURGER AT ALL TEXAS LOCATIONS

- Hopdoddy Burger Bar will begin serving Impossible Foods' famous plant-based burger starting June 23
- The Impossible Burger will be available initially at 11 Hopdoddy Burger Bar locations in Austin, Houston, Dallas-Fort Worth and San Antonio
- Known for its variety of high-quality burgers and craft brews, Hopdoddy Burger Bar will pair the Impossible Burger with Texas beers in each location

AUSTIN, Texas (June 22, 2017) — Hopdoddy Burger Bar, nationally-recognized burger and beer joint, will become the first multi-unit concept in Texas to offer the Impossible Burger.

The famously meaty plant-based burger from Impossible Foods will debut June 23 at 11 Hopdoddy locations, including its flagship in Austin on South Congress Avenue, as well as restaurants across Austin, Dallas, Houston and San Antonio.

Offered as a take on its "Classic Burger," the Impossible Burger at Hopdoddy will include the Impossible Foods patty, Tillamook cheddar, green leaf lettuce, white onion, tomatoes and its signature "Sassy Sauce" on a brioche bun for \$14. The burger can also be customized with a whole wheat bun for an entirely plant-based option. In each location, Hopdoddy will partner with Saint Arnold Brewery to pair "The Impossible" with their 5 O'Clock Pils.

"We are proud to partner with a brand that aligns perfectly with the pillars that Hopdoddy was founded on: a unique and honest product made the right way, with the freshest and best available ingredients. These pillars allow us to serve the highest quality burger in terms of flavor, health and sustainability," said Jeff Chandler, CEO of Hopdoddy Burger Bar. "Impossible Burger exceeds our highest standards and makes a great addition to our menu and our brand — and we're excited to share it with Texas' Hopdoddy fanatics."

HOPDODDY: HOPS, COWS...AND THE IMPOSSIBLE

Highly respected for its pioneering role in accelerating the "better burger" trend, Hopdoddy was named one of the "Best Burgers in America" by both Food & Wine and Rachael Ray Every Day. Hopdoddy was created to express the perfect union of burgers and beer: handcrafted beer (Hop) and (Doddy), the nickname given to native angus cow in Aberdeen, Scotland.

IMPOSSIBLE™

Founded in 2010 by Guy Villavaso, Larry Foles, Chuck Smith and Larry Perdido, Hopdoddy stands out for its “from scratch” ethos and full bar. All burgers at Hopdoddy are made with antibiotic- and hormone-free beef. Every burger is ground in-house daily, and buns are baked on site. Hopdoddy uses Kennebec potatoes, hand-cut and blanched every morning, and sauces and dressings are made from scratch. Currently, Hopdoddy has 18 locations across Texas, Arizona, California and Colorado.

“We want to grow together with Hopdoddy,” said Impossible Foods CEO and Founder Patrick O. Brown, M.D., Ph.D. “And it’s fitting to start our relationship right here, in Texas, which has the most discerning burger experts on the planet. We encourage all of them to try The Impossible.”

BIG TASTE, SMALL FOOTPRINT

The Impossible Burger is the world's only burger that looks, handles, smells, cooks and tastes like ground beef from cows — but is made entirely from plants, with a much smaller environmental footprint than meat from animals.

Made entirely from plants, the Impossible Burger uses about 75% less water, generates about 87% fewer greenhouse gases and requires around 95% less land than conventional ground beef from cows. It’s produced without hormones, antibiotics, cholesterol or artificial flavors.

In development since 2011, the Impossible Burger debuted in July 2016 in New York City at Chef David Chang's restaurant Momofuku Nishi. It’s currently served in nearly two dozen additional restaurants in New York, California and Nevada. For more information about Impossible Foods, please visit www.impossiblefoods.com.

In addition to the Impossible Burger, the company is actively developing additional types of plant-based meats and dairy products.

ABOUT IMPOSSIBLE FOODS

Based in Redwood City, Calif., Impossible Foods makes delicious, nutritious meat and dairy products directly from plants—with a much smaller environmental footprint than those produced from animals. The privately held company was founded in 2011 by Patrick O. Brown, M.D., Ph.D., Stanford University Professor Emeritus of Biochemistry and Howard Hughes Medical Institute Investigator. Investors include Khosla Ventures, Bill Gates, Google Ventures, Horizons Ventures, UBS, Viking Global Investors, Open Philanthropy Project and Temasek.

More information on Impossible Foods:

impossiblefoods.com

www.twitter.com/impossiblefoods

www.facebook.com/impossiblefoods

IMPOSSIBLE™

ABOUT HOPDODDY BURGER BAR

Hopdoddy Burger Bar is a nationally-recognized Austin-born burger + beer joint. Hopdoddy grinds their meats in-house daily and offers a wide variety of the freshest available, all-natural proteins like Angus beef, Grass-fed Kobe beef, chicken and sushi-grade tuna that are stacked between baked-from-scratch buns. Alongside its burgers, Hopdoddy serves hand-cut Kennebec fries, farm fresh salads, and handcrafted milkshakes. Hopdoddy also carries an array of local craft beers on tap, can and bottle as well as a full bar featuring regional spirits, house-made liqueurs and freshly squeezed juices.

Founded in 2010, Hopdoddy now has locations in Texas, Arizona, Colorado and California with additional locations opening in 2017. Hopdoddy has been named one of the “The Best Burgers in America” by Food & Wine, garnered the #1 spot on two years in a row by Business Insider’s list of “The 50 best burger joints in America” and named one of the “10 Brands to Watch” by CNBC and MSN. For more information on Hopdoddy, visit www.hopdoddy.com and follow the company on Twitter, Facebook and Instagram.

Impossible Foods Press Kit:

<https://impossiblefoods.app.box.com/v/presskit>

Impossible Foods Media Contacts:

Impossible Foods: Ashley Geo, ashley.geo@impossiblefoods.com

Source: Impossible Foods