

IMPOSSIBLE FOODS LAUNCHES PRODUCTION AT FIRST LARGE-SCALE PLANT

- **East Oakland site begins producing Impossible Burgers this week for restaurants nationwide**
- **Company's first large-scale plant is expected to produce enough plant-based meat to serve one million burgers per week**
- **More and more restaurants will debut the Impossible Burger as the manufacturing facility scales up**

OAKLAND, Calif. (Sept. 7, 2017) — Impossible Foods launched production this week at the company's first large-scale plant.

The plant in Oakland, Calif., is now ramping up production and has the capacity to produce at least one million pounds of Impossible Burger per month at full capacity.

As the 68,000-square-foot plant scales up production, more and more restaurants will be able to serve the plant-based Impossible Burger on their menus. Click [here \(impossiblefoods.com/findus/\)](https://impossiblefoods.com/findus/) for the current list of locations and details.

"Our mission to transform the global food system is urgent, and the opportunity is huge — so we are embarking on one of the most ambitious scale-ups of any startup in the food industry," said Impossible Foods CEO and Founder Patrick O. Brown, M.D., Ph.D. "Our goal is to make delicious, sustainable, nutritious and affordable meat for everyone, as soon as possible."

Check out [this video \(https://vimeo.com/231970630\)](https://vimeo.com/231970630) and [this video b-roll \(https://vimeo.com/231781847\)](https://vimeo.com/231781847) for more information and footage from Impossible Foods' start of production in Oakland, on our website. (Password: impossible)

BIG TASTE, SMALL FOOTPRINT

In development since 2011, 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.

The Impossible Burger is produced without hormones, antibiotics, cholesterol or artificial flavors. It uses about 75% less water, generates about 87% fewer greenhouse gases and requires around 95% less land than conventional ground beef from cows. As the plant in East Oakland ramps up and achieves greater economies of scale, the environmental footprint of each burger produced there will decrease.

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The Impossible Burger is served at more than 40 restaurants throughout the United States, including popular restaurant groups Bareburger, Umami and Hopdoddy. The burger is also sold at award-winning establishments in New York, San Francisco, Houston and Las Vegas.

After the Oakland plant is fully ramped up, Impossible will introduce Impossible Burgers in more restaurants, as well as introduce the flagship product in retail and international markets. The company is also developing additional plant-based meat and dairy products.

Impossible Foods employs about 200 people, including more than 40 people in Oakland. When fully ramped up, the plant will employ about 80 people.

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 and Open Philanthropy Project.

More information on Impossible Foods:

impossiblefoods.com

www.twitter.com/impossiblefoods

www.facebook.com/impossiblefoods

Press kit:

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

Video news release of Oakland plant:

<https://vimeo.com/231970630>

Password: impossible

New media b-roll of Oakland plant:

<https://vimeo.com/231781847>

Password: impossible

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