



## **BURGER KING® RESTAURANTS TEST THE IMPOSSIBLE™ WHOPPER®**

*BK® tests a new, plant-based version of the WHOPPER® Sandwich in St Louis*

*The Impossible™ WHOPPER® is as delicious as the original WHOPPER® -- but can you really believe anything you hear on April Fools' Day?*

**MIAMI – April 1, 2019** – Can a plant-based patty deliver all the flame-grilled, juicy craveability of the revered BURGER KING® restaurants WHOPPER® sandwich? We think so, but can you really believe anything you hear on April Fools' Day? In a new video, BURGER KING® restaurants surprised its loyal guests by serving the Impossible™ WHOPPER® instead of the classic WHOPPER® -- and filmed their reactions. Watch the Impossible™ WHOPPER® film at [www.YouTube.com/BurgerKing](http://www.YouTube.com/BurgerKing).

Starting today, 59 exclusive BURGER KING® restaurants in and around St. Louis will be testing the Impossible™ WHOPPER® -- a flame-grilled, plant-based patty topped with freshly sliced tomatoes, fresh lettuce, creamy mayonnaise, ketchup, crunchy pickles, and sliced white onions on a toasted sesame seed bun.

The Impossible™ WHOPPER® is, "All WHOPPER®. No beef." It's as juicy, craveable and delicious as the original WHOPPER®. The limited-time offer makes BURGER KING® restaurants the first coast-to-coast quick-service restaurant to serve the award-winning, plant-based meat from food startup Impossible Foods, maker of the Impossible™ Burger.

### **About BURGER KING®:**

Founded in 1954, the BURGER KING® brand is the second-largest fast food hamburger chain in the world. The original HOME OF THE WHOPPER®, the BURGER KING® system operates more than 17,000 locations in more than 100 countries and U.S. territories. Almost 100 percent of BURGER KING® restaurants are owned and operated by independent franchisees, many of them family-owned operations that have been in business for decades. To learn more about the BURGER KING® brand, please visit the BURGER KING® brand website at [www.bk.com](http://www.bk.com) or follow us on Facebook, Twitter and Instagram.

### **About Impossible Foods:**

Redwood City, Calif.-based Impossible Foods makes delicious, nutritious meat and dairy products from plants — with a much smaller environmental footprint than meat from animals. Its flagship product, the Impossible Burger, is available in more than 5,000 restaurants nationwide. 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. To learn more about Impossible™ Foods, please visit [impossiblefoods.com](http://impossiblefoods.com) or follow us on Facebook, Twitter and Instagram.

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