

IMPOSSIBLE BURGER DEBUTS AT FATBURGER, AMERICA'S "LAST GREAT HAMBURGER STAND."

- **Five Los Angeles-based Fatburger restaurants will debut Impossible Foods' meaty plant-based burger on October 10**
- **Beloved hamburger stand famous for traditional, juicy, made-to-order burgers embraces the Impossible Burger**

BEVERLY HILLS, Calif. (Oct 10, 2017) — Fatburger, the California hamburger franchise that pioneered the "better burger" category and took it global, will begin serving the Impossible Burger today in Southern California.

The highly anticipated plant-based burger, from Impossible Foods, will debut in five LA-based locations:

- 3150 Wilshire Blvd., Los Angeles, CA 90010
- 21911 Ventura Blvd, Woodland Hills, CA 91364
- 11090 Santa Monica Blvd., Los Angeles, CA 90025
- 1698 S. Pacific Coast Highway, Los Angeles, CA 90277
- 474 N. Beverly Drive, Beverly Hills, CA 90210

The Impossible Burger will be featured on Fatburger menus with traditional toppings including lettuce, tomato, mayonnaise, mustard, onion, pickles, and relish. Diners may also customize their orders with additional add-ons.

Fatburger's tagline, "The Last Great Hamburger Stand," is a homage to the company's founder, Lovie Yancey, who in 1947 opened a modest three-stool stand on Western Avenue in Downtown Los Angeles. Since then, the original burger stand has expanded to more than 175 locations in at least 18 countries and landed a coveted spot on Entrepreneur's Franchise 500 list.

Fatburger's iconic SoCal burger brand status has inspired a cult following since the early 1950s and has been synonymous with Hollywood celebrities and musicians, immortalized in songs by Ice Cube, Tupac, The Notorious B.I.G. and the Beastie Boys (who "fly with Fatburger" when "way out west"). Fatburger made David Letterman's Top 10 list for things he'd miss most about Los Angeles and has had celebrity franchise owners including Kanye West and Pharrell.

"Fatburger pioneered the development of the 'better burger' industry," said Fatburger CEO Andrew Wiederhorn. "Now we're pioneering menu development with the Impossible Burger, and are excited to offer it to our customers."

IMPOSSIBLE™

BIG TASTE, SMALL FOOTPRINT

In development since 2011, the Impossible Burger is the world's only burger that handles, smells, cooks and tastes like ground beef from cows — but is made entirely from plants.

The Impossible Burger is made from simple ingredients found in nature, including water, wheat, coconut oil and potatoes. One special ingredient — heme — contributes to the characteristic taste of meat and catalyzes all the other flavors when meat is cooked. Impossible Foods discovered how to get heme from plants, transforming the Impossible Burger into a carnivore's delight that's light on the planet.

Impossible Foods just launched production last month at its first large-scale manufacturing plant in Oakland, Calif. As the Oakland plant ramps up over the next several quarters, more and more restaurants will begin serving Impossible Burgers. For the full list of about restaurants serving the Impossible Burger, click here (<http://impossiblefoods.com/findus/>).

To learn more about Impossible Foods' plant in Oakland, watch this video (<https://impossiblefoods.app.box.com/v/presskit/file/220704789561>), and stay tuned for more restaurant debuts.

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.

ABOUT FATBURGER

An all-American Hollywood favorite, Fatburger is a fast casual restaurant serving big, juicy, tasty burgers, crafted specifically to each customer's liking. With a legacy spanning 70 years, Fatburger's extraordinary quality and taste inspire fierce loyalty amongst its fan base, which includes a number of A-list celebrities and athletes. Featuring a contemporary design and ambience, Fatburger offers an unparalleled dining experience, demonstrating the same dedication to serving gourmet, homemade, custom-built burgers as it has since 1952 – The Last Great Hamburger Stand™.

More information:

www.impossiblefoods.com

www.twitter.com/impossiblefoods

www.facebook.com/impossiblefoods

www.instagram.com/impossible_foods

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

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