

# IMPOSSIBLE BURGER MAKES MIDWEST DEBUT AT CHEF MICHAEL SYMON'S B SPOT RESTAURANTS

- Famous plant-based burger from Impossible Foods will go on menus at B Spot restaurants in Michigan today, then Ohio and Indiana next week
- Known for his “meat-centric” cuisine, Symon will demonstrate how to cook the Impossible Burger today at noon ET on Facebook Live
- Impossible Foods hosting a “Burgers, Beer and Bowling” party tonight in Detroit with free samples

**DETROIT (September 15, 2017)** — The Impossible Burger will debut today at B Spot, the award-winning Midwest burger chain from Chef Michael Symon.

The famous plant-based burger from Impossible Foods will be available starting at lunch Friday at the B Spot in Royal Oak, Mich. — the first time the Impossible Burger has been available in the Midwest. Next week it will become available at all other B Spot outlets in Michigan, Ohio, and Indiana.

B Spot focuses on high-quality comfort food — burgers, brats and beer in particular — in a casual setting. The restaurant group, which has eight outlets, was named a “Top 10 burger joint” by Bon Appetit magazine and won a People’s Choice Award at the SoBe Wine & Food Festival.

Symon, a Cleveland native who describes his cuisine as “meat centric,” has won accolades from Food & Wine magazine, The James Beard Foundation Award and the Detroit Free Press, among others.

“We make hearty, soul-satisfying Midwestern comfort food for the 21st century — and the Impossible Burger is a perfect addition to B Spot’s menu,” said Symon, also co-host of ABC’s The Chew, an Iron Chef on Food Network’s Iron Chef America, and regular guest on The Best Thing I Ever Ate. He’s also the author of numerous cookbooks including “Carnivore” and “Live to Cook.”

B Spot will serve the Impossible Burger “Thin Lizzy” style, with griddled onions, mayo, dill pickles, and cheddar cheese, for \$9.99. Customers can also add the Impossible Burger to any “build your own” sandwich or salad.

## LIVE DEMO, LIVELY BOWLING

Symon will demonstrate how to cook the famous plant-based burger in a cooking show later today at B Spot in Royal Oak, Mich., along with another award-winning chef, Traci Des Jardins. The public can follow the cooking show in real time on Impossible Foods' Facebook page starting at 12 p.m. Eastern Time.

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Later today, Impossible Foods will provide free samples of the Impossible Burger to the public on a first come, first served basis from 5 p.m to 7 p.m. at The Garden Bowl at The Majestic in Detroit's Midtown district.

The Impossible Burger is served at more than 50 restaurants throughout the United States, including multi-unit restaurant groups Bareburger, Umami Burger and Hopdoddy. The burger is also sold at award-winning establishments in New York, California, Texas and Nevada. [Click here \(impossiblefoods.com/findus/\)](http://impossiblefoods.com/findus/) for the full list of restaurants.

## **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 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 meat's unique flavors when cooked. Impossible Foods [discovered how to get heme from plants](#), transforming the Impossible Burger into a carnivore's delight — but light on the planet.

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.

Impossible Foods [launched production last week](#) at its first large-scale manufacturing plant in Oakland, Calif. As the Oakland plant ramps up, more and more restaurants will begin serving Impossible Burgers. The company is also developing additional plant-based meat and dairy products.

To learn more about Impossible Foods' plant in Oakland, [watch this video \(https://impossiblefoods.app.box.com/v/presskit/file/220599143994\)](https://impossiblefoods.app.box.com/v/presskit/file/220599143994) and stay tuned for more restaurant debuts.

## **ABOUT B SPOT BURGERS**

Michael Symon's B Spot offers a menu consisting of all of his favorite B-words: burgers, bologna, brats and beer. With several locations throughout Ohio and Michigan, Symon brings comfort cuisine to Midwest diners to enjoy in his industrial-inspired dining rooms, each complete with a signature "B" mural, made with recycled beer cans. His award-winning burger menu (four-time SOBEWFF Burger Bash champ!) includes favorites such as the Fat Doug with coleslaw, pastrami, stadium mustard & swiss cheese; the Porky with pulled pork, coleslaw and Cleveland BBQ sauce; and the Yo! with fried salami, capicola, hot peppers, shasha sauce & provolone cheese. Bologna, brats, big salads and badass shakes round out the menu of locally inspired cuisine, and to wash it down, a list of over 30 craft beers and a wide selection of bourbon.

## **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.

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**More information on Impossible Foods:**

[impossiblefoods.com](http://impossiblefoods.com)

[www.twitter.com/impossiblefoods](http://www.twitter.com/impossiblefoods)

[www.facebook.com/impossiblefoods](http://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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