

IMPOSSIBLE FOODS INTRODUCES IMPOSSIBLE™ SAUSAGE LINKS — AN UNCOMPROMISING PLANT- BASED SAUSAGE

- *The company continues its accelerating retail growth with its sixth product debut in less than eight months.*
- *Impossible Sausage Links are stuffed plant-based sausages, made in a similar manner to animal sausage to provide the familiar snap, sizzle and flavor consumers love in pork sausage made from pigs.*
- *Shoppers can find Impossible Sausage Links in three savory flavors — Bratwurst, Italian and Spicy — all made from Impossible Foods' signature seasoning blends.*

REDWOOD CITY, Calif. (Mar. 30, 2022) — Today, California-based Impossible Foods continues its expansion in grocery store meat aisles with a new way to enjoy its groundbreaking technology platform: Impossible™ Sausage Links Made From Plants — uncompromising plant-based sausage links stuffed like pork sausage from pigs.

Impossible Sausage Links have the savory taste of pork sausage and are available in three deliciously unique flavors: Bratwurst, Italian and Spicy. The seasoned ground sausage is then stuffed into a plant-based casing before being twisted off, similar to how stuffed animal sausage is formed. Impossible Sausage Links can be grilled directly on an open flame or in a pan, and can be eaten whole or used in easy, delicious recipes like sandwiches, pastas, sheet-pan dinners and more.

“We didn’t compromise when it came to making sure Impossible Sausage Links deliver all the satisfying snap and sizzle that consumers love about pork sausage,” said Laura Kliman, director of new product development at Impossible Foods. “Our innovative technology platform and consumer-focused design approach allowed us to finesse everything from the spice mix to the casing and stuffing process, and we really perfected it to give consumers the opportunity to enjoy what they love most about pork sausage from pigs without sacrificing on taste, versatility or environmental impact.”

Impossible Sausage Links are an excellent source of protein (11-12 grams protein per serving), with 0 milligrams of cholesterol (16-17 grams total fat, 7-8 grams saturated fat per serving), no added nitrites or nitrates and 30% less total fat, when cooked, compared to the leading sausage links made from pigs (15 grams vs 22 grams per 85 grams cooked serving). Eating Impossible Sausage is also a better choice for the planet, using 79% less water, 71% less greenhouse gas emissions and 41% less land than animal pork sausage, based on a Life Cycle Assessment.

The new sausage links are the latest addition to the delicious Impossible™ Sausage lineup, which includes [ground sausage](#), the company’s popular breakfast sausage patty found at Starbucks and Jamba, and frozen patties, which launched in grocery stores alongside the new [Wild Nuggies™](#) in February 2022.

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AVAILABILITY

Impossible Sausage Links will start rolling out this month in the fresh meat aisles of select major retailers, and will be available nationwide this summer.

Impossible Foods products can be found in close to 25,000 grocery stores across the nation. As always, customers can visit the [locator map on the Impossible Foods website](#) to find a store near them.

ABOUT IMPOSSIBLE FOODS

Based in California's Silicon Valley, Impossible Foods makes delicious, nutritious meat and dairy products 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., 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.

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