

IMPOSSIBLE FOODS' FLAGSHIP PRODUCT MAKES ITS SOUTHEAST REGIONAL DEBUT AT ALL PUBLIX STORES

- Starting today, customers in Florida and the Southeast can get Impossible™ Burger at more than 1,200 Publix stores in seven states
- Impossible Foods' grocery store footprint has increased more than 60X in 2020 alone
- Retail sales have more than doubled every month since April

REDWOOD CITY, Calif. (August 3, 2020) — Impossible Foods is rolling out its flagship product, the award-winning Impossible Burger, starting today at all of Publix's 1,252 stores across the Southeast.

Sold in convenient, 12-ounce packages, Impossible Burger can be found in the meat department at all Publix stores in the company's seven-state operating area. Named [top plant-based burger by the New York Times](#) and favorite of [Cook's Illustrated](#), Impossible Foods' plant-based meat will also be available through Publix's grocery delivery service and for curbside pickup.

Founded in 1930 in Winter Haven, Florida, Publix has become the largest employee-owned company in the United States and one of the top 10 supermarket chains by volume. Known for its top-quality meat department, Publix was voted "Best Grocery Store" by Southern Living readers and has received the highest possible customer satisfaction ratings for eight of the past 10 years from J.D. Power.

"One of Impossible Foods' most important goals is to make our products available everywhere people buy animal-derived products, and that includes Publix, one of America's favorite grocery stores," said Impossible Foods' President Dennis Woodside. "Impossible Foods' fans are passionate, vocal advocates. Many of them have been specifically asking for Impossible Burger to come to Publix. We're confident it will be a big hit, whether grilling burgers on the patio or cooking meatballs in your kitchen."

RETAIL GROWTH ROCKETES TO NEW HIGHS EVERY MONTH

In less than six months, Impossible Foods has expanded its grocery store footprint by more than 60X.

Impossible Burger was sold in only 150 grocery stores in March. Today, Impossible Foods' award-winning, plant-based burger is now available in about 9,200 grocery stores across all 50 states.

Impossible Burger made its grocery store debut in September 2019, when it immediately rocketed to the [No. 1 item sold](#) on the East and West coasts at some of America's favorite grocery stores, easily outselling all ground beef from cows at many stores. At one grocery store in Southern California, Impossible Burger [outsold all brands of ground beef from cows -- and it outsold the next most popular single product by 6X](#).

IMPOSSIBLE™

In addition to buying Impossible Burger at brick-and-mortar stores from coast to coast, fans can also buy convenient, family-size quantities directly from Impossible Foods' e-commerce site, which offers packages starting at \$49.99 (plus tax).

DELICIOUS, NUTRITIOUS, SUSTAINABLE

Impossible Burger rivals ground beef from cows for taste, and it's also nutritious and versatile in all ground meat recipes, including stews, chili, sauces, braises, minces, meatballs, meat pies or any other beefy menu item. It's easy to cook on an outdoor BBQ grill, flat top, Instant Pot, high speed oven, steamer or sauté pan.

Impossible Burger has as much protein and bioavailable iron as a comparable serving of ground beef from cows. A 4-ounce serving of Impossible Burger has 0 mg cholesterol, 14 g of total fat, 8 g of saturated fat and 240 calories. (A conventional 4-ounce "80/20" patty from cows has 80 mg cholesterol, 23 g of total fat, 9 g of saturated fat and 290 calories.)

Impossible Burger uses 96% less land, 87% less water and 89% fewer greenhouse gas emissions compared to conventional beef from cows. Home chefs can also log into Impossible Foods' Impact Calculator to learn exactly how much land, water and emissions they've saved by using Impossible Burger instead of ground beef from cows.

To find a retailer near you carrying Impossible Burger, visit www.impossiblefoods.com.

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 food tech startup 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 Mirae Asset Global Investments, Khosla Ventures, Bill Gates, Google Ventures, Horizons Ventures, UBS, Viking Global Investors, Temasek, Sailing Capital, and Open Philanthropy Project.

Impossible Foods was Inc. Magazine's company of the year and one of Time Magazine's 50 Genius companies. The flagship product, Impossible Burger, was named top plant-based burger by the New York Times and received the Food and Beverage (FABI) Award from the National Restaurant Association.

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