

THE IMPOSSIBLE BURGER DEBUTS AT KEN ORINGER AND JAMIE BISSONNETTE'S LITTLE DONKEY

- Impossible Burger on menu at acclaimed Cambridge restaurant starting today
- James Beard award-winning Chefs Ken Oringer & Jamie Bissonnette offer their distinctive take on the famous plant-based burger
- Additional small plates using Impossible Burger will appear on menu soon

CAMBRIDGE, Mass. (Oct 18, 2017) — Little Donkey, the globally inspired small-plates restaurant from James Beard award-winning Chefs Ken Oringer and Jamie Bissonnette, will begin serving the Impossible Burger today at lunch.

Heavily influenced by global cuisine from the chefs' world travels, along with local market fare, Little Donkey's menu features recipes from all over the world, complimented by an extensive wine, cocktail and rotating beer selection.

The highly anticipated plant-based burger from Impossible Foods will debut for \$16 (\$18 with bacon) and will be served with lettuce, tomato jam, dill pickles, sambal mustard, smoked tofu mayo and American cheese. The burger may be followed by a rotating offering of "Impossible small plates" — from nachos to chow fun.

"The magic of Little Donkey is that there are no rules. Jamie and I serve whatever moves us on a given day," said Little Donkey Chef / Co-owner Ken Oringer. "The Impossible Burger fits brilliantly into our menu. Our diners want flavor first, and the Impossible Burger delivers."

Little Donkey is also known for creative cocktails such as the Bench Warmer, a tequila cocktail served in a Capri Sun-inspired pouch, their extensive raw bar, and a late-night menu — Donkey After Dark — which includes edible cookie dough served on a beater with cacao chips.

TWO CHEFS, LOTS OF AWARDS

As one of Boston's most notable chefs and restaurateurs, Chef Ken Oringer earned a James Beard Award nomination for Best Chef Northeast four years in a row, ultimately being honored with Best Chef Northeast in 2001.

In November 2009, Ken partnered with Chef Jamie Bissonnette to open Coppa, an Italian-style enoteca featuring Italian wines, an experimental cocktail list, and an inventive pastas, wood-fired pizzas and small plates.

Jamie Bissonnette is the James Beard Foundation award winner for Best Chef: Northeast, and was also named 2016 Massachusetts Executive Chef of the Year. In December 2016, Little Donkey received acclaim as Boston's Restaurant of the Year by The Boston Globe.

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 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.

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](#).

To learn more about Impossible Foods' plant in Oakland, watch this video, 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 LITTLE DONKEY FROM KEN ORINGER + JAMIE BISSONNETTE

Little Donkey recently opened in Cambridge, MA from James Beard Award-winning chefs Ken Oringer and Jamie Bissonnette of Boston's beloved Toro, Coppa and Toro in NYC, Bangkok and soon to be Dubai. Little Donkey is Oringer and Bissonnette's first Boston-area restaurant in over six years, offering a welcoming, day-to-night dining experience that features market-driven, global small plates, inspired by the chefs' world travels.

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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