

# IMPOSSIBLE BEEF MADE FROM PLANTS ARRIVES IN SUPERMARKETS ACROSS AUSTRALIA AND AOTEAROA NEW ZEALAND

SYDNEY (March 14, 2022) — Today, California-based Impossible Foods launched its flagship product Impossible™ Beef Made From Plants in supermarkets across Australia and Aotearoa New Zealand (ANZ). The award-winning plant-based meat is now available at Woolworths stores in Australia and Countdown stores in New Zealand. This is the first time Impossible Beef can be purchased in supermarkets in both regions, just four months after [the company initially landed](#) in restaurants across ANZ.

“Our launch in Australia and New Zealand last November was successful because of our excellent restaurant partners who brought Impossible’s products to life,” said Nick Halla, senior vice president of International. “This next phase of growth for us will be driven by the millions of meat-loving home cooks across the country who are looking for delicious, nutritious, and sustainable plant-based meat. We can’t wait to see the amazing dishes that Aussies and Kiwis create with Impossible Beef.”

Australia and New Zealand are two of the highest meat-consuming countries in the world, alongside the U.S. and Argentina, by per capita meat consumption. As Impossible Foods’ goal is to create a truly sustainable global food system, its expansion into the home kitchens of Aussies and Kiwis is critical to achieving the company’s long-term mission.

## AVAILABILITY

Impossible Beef is now available in approximately 800 Woolworths stores across Australia in 340-gram packages of mince meat made from plants and as Impossible™ Burger Patties (2 x 113 grams). In addition, nearly 200 Countdown stores in New Zealand are now offering Impossible Burger Patties (2 x 113 grams). The recommended retail price for Impossible Beef is \$11.25 AUD for the 340-gram mince package and \$9.50 AUD or \$12.00 NZD for the patty pack.

## ABOUT IMPOSSIBLE™ BEEF

Named the [top plant-based burger by the New York Times](#), Impossible Beef [rivals minced beef from cows](#) with its juicy taste and is versatile in any mince beef recipe, including casseroles, lasagne, chilli, bolognese, pies or any other minced beef home favourites.

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What makes Impossible Beef taste and cook uniquely like meat from animals is a novel ingredient, heme. Heme is the key ingredient that makes Impossible Beef taste like meat, and is identical to the heme found naturally in meat from animals. When the heme in Impossible Beef is combined with other elements found in meat — vitamins, amino acids, and sugars — and heated up, it generates flavour and texture that our taste buds and brain recognise as meat. As you cook it, Impossible Beef transforms from raw minced meat into a juicy and delicious meat that offers the same taste and versatility as beef from cows.

Impossible Beef is made from quality plant-based ingredients, packed with 18.8 grams of protein per serving and is a good source of iron and fibre. It is Kosher, Halal and gluten-free certified, and contains no animal hormones or antibiotics. Compared to the typical 82% meat 18% fat mince beef from cows, Impossible Beef has 35% less total fat and 40% less saturated fat. In addition, Impossible Beef has a 4 out of 5 Health Star Rating (HSR), while 82/18 mince beef from cows has a HSR of 3 out of 5.

Like all Impossible™ products, Impossible Beef is far better for the planet than beef from cows, and uses 96% less land, 87% less water and 89% fewer greenhouse gas emissions compared to beef from cows produced in the U.S. An ISO-conforming comparative Life Cycle Assessment commissioned by Impossible Foods to compare Impossible Beef to cows produced in the ANZ region is expected to demonstrate similar environmental benefits.

To find a supermarket near you now offering Impossible Beef, please visit <https://impossiblefoods.com.au> or <https://impossiblefoods.com/nz-en>. Impossible Beef will be available at additional retailers later this year.

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**Notes to the editor:**

Australian Media Kit (including images and videos for use) [here](#).

New Zealand Media Kit (including images and videos for use) [here](#).

## **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. Individual investors include Peter Jackson, Jay-Z, Mindy Kaling, Trevor Noah, Alexis Ohanian, Kal Penn, Katy Perry and Questlove.

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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