

IMPOSSIBLE FOODS INTRODUCES IMPOSSIBLE™ BOWLS — NEW PLANT-BASED MEALS IN THE FROZEN AISLE

Available in eight familiar flavors spanning a variety of cuisines, Impossible Bowls unlock a new way for consumers to enjoy convenience and deliciousness in the plant-based space

REDWOOD CITY, CA (September 2, 2022) — California-based Impossible Foods, the fastest-growing plant-based meat company in the U.S., launched its latest food concept in the frozen aisle this week with a new lineup of single-serve frozen entrees: Impossible™ Bowls — delicious plant-based meals ready in minutes.

Impossible Bowls feature Impossible's award-winning assortment of plant-based proteins — beef, chicken and pork — as the core ingredients in eight classic comfort dishes that pack a flavorful punch:

- **Sweet & Sour Impossible™ Pork:** Impossible Pork and peas & carrots glazed with a mouthwatering sweet and sour sauce, served over white rice.
- **Teriyaki Impossible™ Chicken:** Seasoned Impossible Chicken, juicy diced pineapple and peas & carrots tossed in a tangy teriyaki glaze, served over white rice.
- **Chili Mac with Impossible™ Pork:** Classic elbow macaroni tossed with Impossible Pork and a hearty chili-style sauce.
- **Barbeque Impossible™ Pork:** Tender barbecued Impossible Pork paired with savory baked beans and red potatoes.
- **Spaghetti & Impossible™ Meatballs:** Spaghetti noodles married with meatballs made from a blend of Impossible Beef and Pork, tossed with a classic marinara sauce.
- **Pasta Bolognese with Impossible™ Beef & Pork:** Rotini pasta topped with a comforting bolognese sauce, made with Impossible Beef and Pork.
- **Burrito Bowl with Impossible™ Beef:** Impossible Beef and Mexican-style rice & beans mixed with a zesty salsa verde, topped with crispy corn tortilla strips.
- **Spicy Enchilada Bowl with Impossible™ Chicken:** Impossible Chicken accompanied by Spanish-style rice & beans and bell peppers, mixed together with red enchilada sauce and topped with crispy corn tortilla strips.

“Convenience and accessibility are a huge part of this, and we’re excited to give people even more ways to try and buy Impossible products,” said Peter McGuinness, CEO of Impossible Foods. “This is a major milestone that we’re proud of and hope will push the category forward in a meaningful way. It’s never been easier to try a delicious plant-based meal in minutes.”

Each 9oz Impossible Bowl is packed with 10g-13g protein, 3g or less saturated fat, and 0mg cholesterol and 0g trans fat. And like all Impossible products, these meals are also healthier for the planet: choosing to enjoy our plant-based beef, chicken and pork in each entree accounts for less water consumption, land use and greenhouse gas emissions than their animal protein counterparts.

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The new frozen meals are the second all-new retail product from Impossible Foods in the past two weeks, coming on the heels of [Impossible™ Chicken Patties](#) that began rolling out in August 2022. Earlier this year, Impossible also introduced frozen [Impossible™ Sausage Patties](#) and [Impossible Wild Nuggies™](#) in February 2022, followed shortly by [Impossible™ Sausage Links](#) in March 2022.

Impossible Bowls are available beginning this week at thousands of retail locations across the U.S. 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.

Impossible Foods was [Inc. Magazine's company of the year](#) and one of [TIME Most Influential Companies](#). Its 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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