

THE IMPOSSIBLE BURGER MAKES PACIFIC NORTHWEST DEBUT

- **Famous plant-based burger from Impossible Foods debuts at six acclaimed restaurants in Portland, Ore.**
- **Paley's Place, Imperial, Headwaters, SuperBite, Irving Street Kitchen and Jackrabbit will each offer distinctive takes on the Impossible Burger**
- **Impossible Foods will continue to expand availability of its flagship product as the startup ramps up its first large-scale plant**

PORTLAND, Ore. (Oct 27, 2017) — The Impossible Burger will make its Pacific Northwest debut today at six award-winning restaurants in Portland: Paley's Place, Imperial, Headwaters, SuperBite, Irving Street Kitchen and Jackrabbit.

Each restaurant will offer a distinctive take on the famous plant-based burger from Impossible Foods — from sliders on sharable small plates to the traditional American quarter pounder.

“We debuted in Manhattan about a year ago — and ever since, people in the Pacific Northwest have been patiently but persistently asking when the Impossible Burger will arrive,” said Impossible Foods Chief Operating Officer David Lee. “We think it will have been worth the wait, given Portland’s lineup of unique preparations at excellent restaurants.”

SIX DELICIOUS OPTIONS

The Impossible Burger will debut Saturday, Oct. 28, on the menu at three Portland restaurants from James Beard winning chef Vitaly Paley, including:

- **Paley's Place** is a bistro and bar in Portland's Northwest district which prides itself on providing local, sustainably-produced food. Opened in 1995 by husband-and-wife team Vitaly and Kimberly Paley, Paley's was one of the first restaurants in Portland to embrace the farm-to-table dining model. Paley's Place will serve the burger with pickled vegetables, mustard aioli, caramelized onions, and house ketchup on a housemade brioche bun.
- **Imperial** is located in the heart of downtown Portland in the Hotel Lucia. Imperial will serve the burger with smoked mushrooms, beer cheese sauce, bread & butter pickles, tomato, and Imperial secret sauce on a housemade brioche bun.
- **Headwaters** is in the historic Heathman Hotel in downtown Portland. Headwaters will serve the burger with sweet soy glaze, house kimchi, pickled carrot and cucumber, and yuzu kosho aioli on a black sesame bun.

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In addition, the Impossible Burger will debut Saturday at SuperBite, the acclaimed restaurant from 2017 James Beard Award winners Greg Denton and Gabrielle Quiñónez Denton. The restaurant — known for bold, global flavors — will feature the burger on a homemade sesame seed bun with “Fancy Sauce,” shredded iceberg lettuce, Grandma Agnes’ pickles, minced onion, and cheddar and fontina cheeses with a side of French fries.

Sarah Schafer’s Irving Street Kitchen is located in the heart of Portland’s Pearl District and serves casually elegant American cuisine via her thoughtful and creative menu, meant for sharing with friends and family in an energetic, grand space. The burger will be presented on all menus (brunch/lunch, dinner and happy hour) as a Double Stack Impossible Cheeseburger with shaved sour pickles, Iceberg lettuce, Russian-aise, Cajun fries & whiskey ketchup.

Chef Chris Cosentino's Jackrabbit offers a holistic approach of simplicity, sustainability, authenticity, and craft that embodies Portland's spirit of conviviality with the quiriness, flavor and character that makes Portland one of the country's premier dining and lifestyle destinations.

Cosentino was one of the first to serve the Impossible Burger, which debuted at his San Francisco restaurant Cockscomb one year ago. Jackrabbit’s burger will be served on a ciabatta bun, aioli, iceberg, pickles, dijon, gruyere, and caramelized onions, and is served with a salad with lemon vinaigrette.

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](https://www.youtube.com/watch?v=n6U4H8WC9jg) (https://www.youtube.com/watch?v=n6U4H8WC9jg) — contributes to the characteristic taste of meat and catalyzes meat’s unique flavors when cooked. Impossible Foods discovered how to get heme from plants, transforming the Impossible Burger into a carnivore’s delight — but light on the planet.

Impossible Foods [just launched production last month](http://impossiblefoods.com/findus/) 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](http://impossiblefoods.com/findus/) (http://impossiblefoods.com/findus/)

To learn more about Impossible Foods’ plant in Oakland, [watch this video](https://impossiblefoods.app.box.com/v/presskit/file/220599143994) (https://impossiblefoods.app.box.com/v/presskit/file/220599143994) 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.

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Press kit:

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