

IMPOSSIBLE FOODS KICKS OFF FOOD SERVICE SALES WITH MEATY EVENTS

- **To launch sales at universities, stadiums and other locations, Impossible Foods is hosting a series of playful, provocative experiences this football season**
- **Starting tomorrow, the Impossible Burger Tour will provide plant-based burgers at Northwestern University's game vs the University of Iowa Hawkeyes, then at Chicago's Soldier Field**
- **Throughout football season, the Impossible Burger Tour will travel more than 6,000 miles to some of the nation's top college and pro games and other venues; follow social media for exact times and locations**
- **To celebrate the arrival in Chicago Impossible Foods will host a two day pop-up speakeasy called Impossible Meateasy, open to the public October 25**

EVENSTON, Ill. (Oct 20, 2017) --Impossible Foods is kicking off food service sales with a series of meaty, amusing experiences throughout football season.

On Saturday, the Impossible Burger Tour will serve free samples of the acclaimed plant-based burger to students at Northwestern University's game vs University of Iowa -- the first stop in a 6,000-mile road trip for the Impossible Foods' truck and mobile team.

On Bears' game-day Sunday, the Impossible Burger Tour will serve free burgers at Chicago's Soldier Field. After that, the unique mobile experience will visit football stadiums and campuses in Ann Arbor, Mich., Detroit, Boston, Denver and the West Coast -- with surprise stops along the way.

In addition, Impossible Foods will host a provocative pop-up experience called Meateasy. The exclusive speakeasy-style pop-up will spark a dialog about the past, present and future of America's favorite foods -- requiring guests to enter through an unlikely storefront transporting them back in time to a 1920s speakeasy with special guests. This will be open to media on October 24 and to the public on October 25.

"We want to make it possible for every restaurant, university, corporate campus and stadium in America to serve the Impossible Burger. Our goal is ubiquity," said Impossible Foods CEO and Founder Dr. Patrick O. Brown. "Until then, we want to give burger lovers coast to coast a sample of what's to come and start a conversation about food."

Follow Impossible Foods on Instagram, Facebook and Twitter to find out exact times and locations for all the upcoming events.

IMPOSSIBLE™

IMPOSSIBLE FOODS: RESTAURANTS, UNIVERSITIES, STADIUMS AND MORE

The tour comes as Impossible Foods opens up a new sales channel for universities, stadiums, corporate dining halls and other non-restaurant venues. University of Chicago launched the Impossible Burger yesterday at Quantum Café -- the first college restaurant to feature the burger.

The Impossible Burger is available in nearly 150 restaurants nationwide, including respected “better burger” establishments Umami Burger, Bareburger and Hopdoddy. Just last month, the burger debuted at B Spot, a Midwest burger chain owned by Chef Michael Symon. Click here for a full list of restaurants that serve the Impossible Burger.

Impossible Foods launched production in September at its first large-scale manufacturing plant, in Oakland, Calif., and is rapidly expanding availability of the burger as the plant ramps up. For more information about burger sales, email hello@impossiblefoods.com.

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, safely transforming the Impossible Burger into a carnivore's delight that's light on the planet.

ABOUT IMPOSSIBLE FOODS

Based in Redwood City, Calif., 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.

More information:

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Press kit: <https://impossiblefoods.app.box.com/v/presskit>

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