

IMPOSSIBLE FOODS PARTNERS WITH THE HALAL SHACK TO SERVE HALAL CERTIFIED, CRAVEABLE CUISINE

- **Starting March 9, The Halal Shack will serve a variety of dishes made with the Impossible™ Burger at all locations**
- **The Halal Shack offers a unique spin on Mediterranean and Middle Eastern flavors and serves a variety of Halal, plant-based and health-conscious menu items**
- **The Impossible Burger received its Halal certification in December 2018 from the Islamic Food and Nutrition Council of America (IFANCA)**

REDWOOD CITY, Calif. (March 2, 2020) — Impossible Foods has announced its latest national restaurant partner: The Halal Shack. With 8 locations in New York, California and Texas and 25 more locations in development nationally, The Halal Shack combines the best of Mediterranean and Middle Eastern flavors with a classic American spin for a delicious and unique dining experience. Impossible Burger meat will be available as a filling for any menu item, and can be added to Bowls, gyros, Wraps and Salads.

The Impossible Burger first became halal certified in 2018, and Halal Shack is the latest to benefit from this certification. The word “halal” derives from the Arabic word meaning lawful or permitted, as opposed to “haram” or prohibited. Halal meats are sourced and prepared in accordance with Islamic dietary guidelines to ensure the humane treatment of the animals they come from. The Impossible Burger of course contains no animal ingredients whatsoever. It is made from ingredients including soy protein, potato protein, coconut oil and sunflower oil. One special ingredient — heme — contributes to the characteristic color, taste and aroma of meat.

PURE DELICIOUSNESS

Founded in 2017, Halal Shack has quickly become a fast-casual staple within colleges and universities. The menu is inspired by the street foods of New York City and has pioneered American halal food with roots in Mediterranean and Middle Eastern cuisines. In addition to the halal-only menu, the brand offers a variety of locally sourced ingredients, health-conscious, plant-based and vegetarian options. Customers will be able to add Impossible meat to any Halal Shack menu item, including wraps, salads and gyros. “The Halal Shack builds quality partnerships that align with our mission to unite cultures and people through food,” says Jamal Rasouly, Founder & CEO of The Halal Shack. “Our partnership with Impossible Foods marks an important milestone in our mission as we continue to expand.”

IMPOSSIBLE™

With locations that include college campuses, airports and nontraditional retail spaces, The Halal Shack serves its items with a side of convenience. In addition, the company plans to open 25 to 50 locations in the next five years. The Halal Shack was recently honored as one of [QSR Magazine's](#) "Top 40 Hottest Startup" fast-casual restaurants.

HALAL CERTIFIED SINCE 2018

The goal of Impossible Foods is to make plant-based meat available to everyone around the world—including to those who have religious dietary restrictions. The Muslim population is expected to grow to 8.1 million by 2050, and will become the second-largest religious group in the United States by 2040 ([CNN](#)).

The Impossible Burger received its halal certification in December 2018, a huge milestone, from the Islamic Food and Nutrition Council of America (IFANCA), one of the world's most discerning organizations dedicated to upholding halal practices. Both the ingredients in the Impossible Burger and its manufacturing practices are halal-compliant and adhere to Islamic dietary laws.

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.

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