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QDOBA Mexican Eats® Adding Impossible™ to Restaurants Nationwide by May 28

QDOBA will be the Largest Mexican Fast-Casual Chain to Serve Impossible

SAN DIEGO – April 16, 2019 – QDOBA Mexican Eats® is adding plant-based Impossible™ to its restaurants’ menus across the U.S. Following a successful product test in Michigan, the brand has decided to broaden its offering of Impossible with rolling availability beginning April 23 at select restaurants in Brooklyn, Denver and Los Angeles. By May 28, Impossible will be available at more than 730 locations across the country, which will make QDOBA the largest Mexican fast-casual chain to serve this plant-based protein.

“During our test, we quickly learned that consumers loved our unique take on Impossible, making it an easy decision to launch nationally,” said Jill Adams, vice president of marketing for QDOBA. “Our Impossible offering appeals to both meat lovers and vegans, while also delivering on the big, bold flavors that we’re known for at QDOBA.”

QDOBA’s version of this plant-based protein – which tastes and cooks like beef – is seasoned in-restaurant with a unique blend of tomatoes, garlic, smoked chiles and paprika, all mixed with diced red onions. The result is a product that is savory, slightly smoky and delicious. Guests can create their own entrée with Impossible or try one of QDOBA’s chef-inspired creations:

- QDOBA Impossible Bowl: Cilantro-lime white rice and black beans are layered with 3-Cheese Queso, pico de gallo, guacamole and seasoned Impossible.
- QDOBA Impossible Taco: Wrapped in a warm corn tortilla, Impossible is enhanced with red onions, cilantro and salsa verde.

“QDOBA created a truly unique and delicious Impossible offering, so it’s no surprise that the Michigan market test was such a success,” said David Lee, chief operating officer and chief financial officer of Impossible Foods Inc. “We’re thrilled to grow our partnership with QDOBA and further advance our mission of transforming the global food system to support the planet — as well as our growing population.”

To find a QDOBA location or to order online, visit: www.QDOBA.com or download the QDOBA app.

About QDOBA Mexican Eats®

QDOBA Mexican Eats, is a leading fast-casual Mexican food brand in the U.S., with more than 750 restaurants located across the U.S. and in Canada. Committed to using quality, freshly-prepared ingredients, the brand makes a range of menu items in its restaurants’ kitchens daily. Guests are encouraged to experience QDOBA’s delicious flavors by enjoying one of the brand’s signature entrées or by customizing their burritos, tacos, burrito bowls, salads, quesadillas, nachos and tortilla soup to fit their personal tastes. Discover more at www.QDOBA.com or on the QDOBA app, which is available for download on the [iTunes App Store](#) or [Google Play](#). Fans can also connect with QDOBA on [Facebook](#), [Twitter](#), [Instagram](#), and [YouTube](#).

About Impossible Foods

Based in California's Silicon Valley, 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., a Professor Emeritus 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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