

IMPOSSIBLE BURGER OFFERING EXPANDS IN HAWAII

**The Impossible Burger says “Aloha” to Hawaii, with the help of DB Grill
Distribution date: Dec. 18, 2017**

The Impossible Burger debuts at DB Grill in Honolulu

- ***DB Grill, Honolulu’s modern asian bistro, becomes one of the first restaurants in Hawaii to serve the Impossible Burger, along with The Counter***
- ***DB Grill will host media event on Dec. 12, offering a first bite of its unique Impossible Burger stylings***
- ***Restaurants throughout Hawaii can order the Impossible Burger from many of their preferred distributors***

HAWAII (Dec. 13, 2017) -- The Impossible Burger is expanding its footprint in Hawaii at Honolulu’s modern asian bistro, DB Grill.

The plant-based Impossible Burger will be available beginning December 18th for lunch and dinner. Founded in 2017 by Jin Hong and Henry Yoon, DB Grill focuses on seasonal ingredients and contemporary techniques to create new savory dishes and update island favorites.

“Hawaii has deep and distinct asian cuisine roots, and our team has created unique Impossible Burger stylings that represent our culture,” Executive Chef Ed Choi Morris said. “We feel honored to help bring the Impossible Burger to Hawaii, and we’re thrilled to give our customers exactly what they want -- in a way that’s uniquely tailored for the islands.”

DB Grill will offer the Impossible Burger in three signature stylings, along with a wide variety of toppings, sauces, and sides. This includes the Impossible Loco Moco made with an Impossible Burger patty, miso mushroom gravy, kimchi tempura and organic eggs for \$17; a classic Impossible Burger on a brioche bun with roasted garlic mayo, local lettuce, Hamakua tomatoes and Maui onion for \$15; and a DB-style Impossible Burger on a brioche bun with kimchi chutney, miso garlic mayo, local lettuce, Hamakua tomato and Maui onion for \$15.

Impossible beefs up restaurant revenue nationwide

While DB Grill is one of the first restaurants to serve the Impossible Burger in Hawaii along with The Counter, more than 250 restaurants in at least 18 states are already serving the award-winning burger from Impossible Foods. Click here for a [full list of restaurants](#) serving the Impossible Burger.

Restaurateurs can order the Impossible Burger through many of their preferred distributors, including Sysco, US Foods, Chefs Warehouse and Pat LaFrieda Meat Purveyors. To order the Impossible Burger, ask your distributor or send an email to hello@impossiblefoods.com.

Launched in 2016 in a handful of top restaurants in New York and California, the Impossible Burger is becoming one of the hottest menu items from Portland, Maine, to Portland, Oregon -- and hundreds of points in between. The Impossible Burger is one of the top selling menu items nearly everywhere it's available and often generates increased revenue for restaurants.

"The restaurant business is one of the most competitive industries in America--and the Impossible Burger is one of those rare menu items that brings new customers in the door and keeps them coming back," said Impossible Foods Chief Operating Officer and Chief Financial Officer David Lee. "We are happy to help restaurants increase revenue while surprising and delighting customers."

The Impossible Burger is the only plant-based burger that's featured in America's most beloved "better burger" concepts Bareburger, Umami Burger, Hopdoddy, The Counter, Fatburger, Gott's and B Spot, a Midwest burger establishment owned by Chef Michael Symon.

Big taste, small footprint

In development since 2011, the Impossible Burger cooks, tastes and smells like ground beef from cows -- but is made entirely from plants. The Impossible Burger, which debuted in July 2016 at Chef David Chang's Momofuku Nishi in Manhattan, won a 2017 [Tasty Award](#) for best food startup.

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, including water, wheat protein, potato protein and coconut oil. 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](#), transforming the Impossible Burger into a carnivore's delight that's light on the planet.

Impossible Foods [launched production](#) in September at its first large-scale manufacturing plant, in Oakland, Calif. As the Oakland plant ramps up over the next several quarters, Impossible Foods will expand distribution to even more restaurants. To learn more about Impossible Foods' plant in Oakland, [watch this video](#).

After the Oakland plant is fully ramped up, Impossible Foods plans to launch retail sales. The company is also developing additional plant-based meat and dairy products.

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:

impossiblefoods.com

www.twitter.com/impossiblefoods

www.facebook.com/impossiblefoods

Press kit:

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

Media Inquiries:

Jessica Appelgren, jessica.appelgren@impossiblefoods.com

Other Inquiries:

hello@impossiblefoods.com

More information on DB Grill:

<http://dbgrillhi.com>

<https://www.facebook.com/DB-Grill>

https://www.instagram.com/db_grill/

