



# Vegans (and Meat Lovers) Rejoice; Fatburger Debuts Impossible Burger Nationwide

2/20/2018

Groundbreaking 'Bleeding Burger' Thrives in LA Test-Run, To Roll Out Across America

LOS ANGELES--(BUSINESS WIRE)-- **Fatburger**, The Last Great Hamburger Stand™, today announces vegan-friendly Impossible Burgers will be available at all domestic locations across America. The Impossible Burger at Fatburger will be featured on Fatburger menus with traditional toppings including lettuce, tomato, mayonnaise, mustard, onion and pickle relish. Diners can also customize with additional items. Fatburger will be the first national fast-casual chain to carry the Impossible Burger at all **domestic locations**.

A trendsetter in the better-burger industry, Fatburger's nationwide launch of the Impossible Burger demonstrates the brand's commitment to pushing the envelope for its dedicated customer base. 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. It's unique texture and flavor has, like Fatburger, earned a cult-like following.

"I knew from the moment we debuted the Impossible Burger patty in Los Angeles that this was going to do well with our customers - it quickly became one of our best-selling items," said Fatburger CEO, Andy Wiederhorn. "There's no doubt our customers will always love 100% beef Fatburgers, but we're hoping to engage both old and new fans alike with a top-notch meat-free option."

For more information or to find a Fatburger near you, please visit [www.fatburger.com](http://www.fatburger.com).

## 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.

## About Fatburger

An all-American, Hollywood favorite, Fatburger is a fast-casual restaurant serving big, juicy, tasty burgers, crafted specifically to each customer's liking. With a 70-year legacy, Fatburger's extraordinary quality and taste inspire fierce loyalty amongst its fan base, which includes a number of A-list celebrities and athletes. Featuring a contemporary design and ambiance, Fatburger offers an unparalleled dining experience, demonstrating the same dedication to serving gourmet, homemade, custom-built burgers as it has since 1952 – The Last Great Hamburger Stand™.

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Source: FAT Brands Inc.

Fatburger

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