



Elevation Burger Debuts Impossible Burger and Dairy-Free Daiya Cheddar Style Slices Nationwide

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Fan-Favorite Burger Chain Announces Plant-Based and Dairy-Free Menu Offerings

LOS ANGELES--(BUSINESS WIRE)-- FAT (Fresh. Authentic. Tasty.) Brands Inc. (NASDAQ: FAT) ("FAT Brands" or the "Company"), parent company of **Elevation Burger**, known for serving 100% organic, grass-fed, free-range beef burgers and fresh fries cooked in heart-healthy olive oil, is pleased to announce all domestic locations across America will now carry the plant-based Impossible™ Burger as well as dairy-free **Daiya Cheddar Style Slices**.

Elevation Burger's nationwide launch of the Impossible Burger and dairy-free Daiya Cheddar Style Slices demonstrates the brand's commitment to serving customers of all dietary preferences. The Impossible™ Burger handles, cooks and tastes like ground beef — but is made entirely from plants — while each Daiya Cheddar Style Slice delivers the same incredible melt and slight sharpness as dairy-based cheese that pairs perfectly with the Impossible™ Burger or any Elevation Burger for a dairy-free option.

"We have seen the tremendous success of the Impossible Burger and of Daiya's Cheddar Style Slices and recognize consumer demand within the plant-based and dairy-free space," said FAT Brands CEO, Andy Wiederhorn. "This partnership was a natural fit that aligns with our brand pillars and we believe that these new menu items will provide consumers more ways to enjoy the delicious offerings of Elevation Burger."

For more information on Elevation Burger, please visit www.elevationburger.com.

Fresh. Authentic. Tasty. Brands

FAT Brands (NASDAQ: FAT) is a leading global franchising company that strategically acquires, markets and develops fast casual and casual dining restaurant concepts around the world. The Company currently owns eight restaurant brands: Fatburger, Buffalo's Cafe, Buffalo's Express, Hurricane Grill & Wings, Elevation Burger, Yalla

Mediterranean and Ponderosa and Bonanza Steakhouses, and franchises over 380 units worldwide.

About Elevation Burger

Elevation Burger was originally conceived in 2002 by founder Hans Hess, who set out to create a healthier burger with a great taste on par with those he was accustomed to having on the West Coast. Hans determined that organic, grass-fed beef was the key to a burger that truly stands apart from the rest in terms of taste, quality and sustainability. The brand's slogan, "Ingredients Matter™," is a reflection of Elevation Burger's focus on offering quality food products that make a difference both to guests and the environment. Elevation Burger is committed to offering an exceptionally flavorful, nutritionally superior product through ingredients such as 100 percent USDA-certified organic, grass-fed, free-range beef that is ground on premise and fresh-cut fries cooked in heart-healthy olive oil. For more information, visit Elevation Burger online at www.elevationburger.com.

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 (Jay-Z, Serena Williams, Katy Perry, etc.)

About Daiya

Daiya Foods was founded in 2008 out of a love for food and a commitment to healthy living. Today, as an industry leader and one of the founding members of The Plant Based Foods Association, Daiya remains passionate about celebrating delicious food that is dairy, gluten, soy and peanut free. Its line of premium plant-based foods, beginning with wonderful cheese alternatives- including Blocks, Shreds, Slices, Sticks and Creamy Spreads, has expanded into Burritos, Non-Dairy Frozen Desserts, Yogurt Alternatives, Pizzas and Cheezecakes. They are available in the dairy case and freezer aisle. Daiya also recently expanded its offerings to include shelf-stable products like its Cheezy Macs, Cheeze Sauces and Dairy-Free Dressings. Daiya's selection of deliciously plant-based foods can be found in more than 25,000 grocery stores in the U.S., including Whole Foods, Kroger, Safeway and Publix, as well as most natural food retailers, including Sprouts Market. Daiya's products are also available internationally in the United Kingdom, Australia, Sweden, Mexico, Hong Kong, and more. For more information about Daiya, please visit www.daiyafoods.com, become a fan on **Facebook** or follow us on **Twitter** and **Instagram**.

Safe Harbor Statement

This news release may contain "forward-looking" statements. These forward-looking statements are only predictions and are subject to certain risks, uncertainties and assumptions that could cause actual results to differ from those in the forward looking-statements. Potential risks and uncertainties include such factors as uncertainty of consumer demand for the Company's products, as well as additional risks and uncertainties that are identified and described in Company's SEC reports. Actual results may differ materially from the forward-looking statements in this press release. Statements made herein are as of the date of this press release and should not be relied upon as of any subsequent date. The Company does not undertake, and it specifically disclaims, any obligation to update any forward-looking statements to reflect occurrences, developments, events or circumstances after the date of such statement.

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