

IMPOSSIBLE™

September 11, 2020

Impossible Foods Inc. welcomes the opportunity to comment on our application for soy leghemoglobin. Soy leghemoglobin has been successfully evaluated for food safety by the regulatory authorities of the United States, Canada, and Singapore and is allowed in meat analogues products in those countries, as well as in Hong Kong and Macau. Australia and New Zealand foodservice companies, retailers, and individual consumers are anticipating and have long awaited the availability of our products in their home countries. We've engaged with potential customers interested in carrying Impossible Foods products across retail, foodservice and co-manufacturers that total over 4,000 locations.

Impossible Foods uses modern science and technology to create delicious foods that can feed our growing world population sustainably. The approval of soy leghemoglobin will provide consumers with more choices in plant-based meat alternatives and food products for those wishing to reduce or eliminate their intake of meat. It will also promote an innovative and competitive industry in Australia and New Zealand for plant-based products. Our finished products, imported into Australia and New Zealand, will comply with all applicable regulations for food safety, labelling, and claims. In the US, we voluntarily began labelling our retail products with the USDA Bioengineered logo 2.5 years before it will become mandatory.

Impossible Foods' flagship product, Impossible™ Burger Made From Plants, is sold in roughly 27,000 restaurants in the United States, Singapore, Hong Kong, and Macau. It is served at all 7,000+ U.S. Burger King locations, as well as The Cheesecake Factory, and many other well established restaurant chains across the United States. Over 100 million 113g servings of Impossible Burger have been consumed since June 2016. Impossible Burger is also available to United States consumers in over 10,000 supermarkets and grocery stores, including Wegmans, Safeway, Target, and Walmart. In Asia, Impossible Burger is sold in almost 1,000 restaurant locations with plans to roll out in grocery stores and supermarkets in Singapore and Hong Kong. Impossible™ Sausage Made from Plants, made its debut in the United States earlier this year, launching plant based breakfast sausage sandwiches at Burger King and Starbucks. Impossible Sausage is also available at all Starbucks locations in Hong Kong and will start appearing in Hong Kong restaurants later this month. Recently, Impossible Foods launched Impossible Burger in Canada, debuting in restaurants across Canada in a variety of dishes ranging from the classic burger to pizza toppings and to Provencal stuffed vegetables, and it will be available later this year in additional restaurants and grocery stores. We look forward to providing Australians and New Zealanders with delicious, nutritious meat made from plants.