



BURGER KING® RESTAURANTS LAUNCHES THE IMPOSSIBLE™ WHOPPER® NATIONWIDE

The craveable, flame-grilled, plant-based Impossible™ WHOPPER® will be available at over 7,000 BK® locations for a limited-time only

MIAMI – August 1, 2019 – BURGER KING® restaurants announced today that it is bringing the plant-based Impossible™ WHOPPER® sandwich nationwide this month. Starting on August 8, guests across the nation will be able to visit their local BK® restaurant, or order for delivery via the BK® App and through [DoorDash](#), to try the Impossible™ WHOPPER® for a limited time only and decide for themselves if it delivers the same flame-grilled, juicy craveability of the famous WHOPPER® sandwich.

The Impossible™ WHOPPER® is 100% Whopper, 0% beef. It features a flame-grilled patty made from plants topped with freshly sliced tomatoes and onions, crisp lettuce, creamy mayonnaise, ketchup and zesty pickles on a toasted sesame seed bun.

“We are really excited to be able to offer our new Impossible™ WHOPPER® to our guests across the country at an unbeatable value for a limited time,” said Chris Finazzo, President, North America, Burger King Corporation. “Since we first launched our market tests in St. Louis in April, and later in six other markets across the country, we’ve heard great feedback and know the Impossible™ WHOPPER® appeals to both current guests who are already big fans of the WHOPPER® sandwich, as well as new guests who are excited about this new option. Starting next week, guests across the country will be able to try this plant-based, flame-grilled sandwich which is true to the original WHOPPER® sandwich that our guests know and love.”

Before the nationwide launch of the Impossible™ WHOPPER®, the Impossible™ burger was hard to find despite being in high demand and that often led to fans going to social media to find where to find the Impossible™ burger is available. In a new video [YouTube.com/BurgerKing](https://www.youtube.com/BurgerKing), BK® found fans to come to the grand opening of what they thought would be a restaurant that only serves the Impossible™ burger. The outside of the location looked like an Impossible foods restaurants, but it was really a BURGER KING® restaurant in disguise. Fans were surprised but delighted when they walked inside and saw it was actually a BK® restaurant and realized that they could now purchase an Impossible™ WHOPPER® at over 7,000 BK® locations across the country to satisfy their Impossible™ craving.

From August 8 to September 1, 2019, exclusively on DoorDash and the BK® App, guests can order the Impossible™ Taste Test and receive both an Impossible™ WHOPPER® and the original WHOPPER® sandwich for only \$7.* To receive the \$7 Impossible Taste Test and a \$0 delivery fee, customers can use code IMPOSSIBLE and order on the DoorDash platform at www.DoorDash.com or through the app for [Android](#) or [iOS](#).**

Additionally, and exclusively on DoorDash, guests can order the Impossible™ WHOPPER® itself and also enjoy a \$0 delivery fee when they use code IMPOSSIBLE between August 8 and September 1. Customers can order on the DoorDash platform at www.DoorDash.com or through the app for [Android](#) or [iOS](#).**

This April, BURGER KING® restaurants became the first coast-to-coast quick-service restaurant to serve the award-winning, plant-based patty from food startup Impossible Foods, maker of the Impossible™ patty. The Impossible WHOPPER® is available for a limited time only while supplies last at a suggested retail price of \$5.59.

***BK® App Offer:** Offer valid on the BK® App until 9/5/19 or while supplies last. Offer includes one (1) Whopper and one (1) Impossible Whopper for \$7. No substitutions. Single sandwich at regular price on menu. Not available in Alaska and Hawaii. Additional restrictions apply. See “Coupons” section on the app for more details. BK® app menu prices may vary from in-restaurant prices.

****DoorDash \$0 Delivery Fee:** Offer valid through 9/1/19 only on DoorDash. Offer valid for \$0 Delivery with the purchase of one (1) \$7 Burger King Taste-Test Bag or One (1) Impossible Whopper, while supplies last. Limit one per person. Not valid for pickup or dine-in. Other fees (including service fee), taxes, and gratuity still apply. All deliveries subject to availability. Must have or create a valid DoorDash account with a valid form of accepted payment on file. No cash value. Non-transferable. Use promo code **IMPOSSIBLE** to redeem. DoorDash terms of service apply. See full terms and conditions at dasherhelp.doordash.com/offer-terms-conditions.

About BURGER KING®:

Founded in 1954, the BURGER KING® brand is the second-largest fast food hamburger chain in the world. The original HOME OF THE WHOPPER®, the BURGER KING® system operates more than 17,000 locations in more than 100 countries and U.S. territories. Almost 100 percent of BURGER KING® restaurants are owned and operated by independent franchisees, many of them family-owned operations that have been in business for decades. To learn more about the BURGER KING® brand, please visit the BURGER KING® brand website at www.bk.com or follow us on Facebook, Twitter and Instagram.

About Impossible Foods:

Redwood City, Calif.-based Impossible Foods makes delicious, nutritious meat and dairy products from plants — with a much smaller environmental footprint than meat from animals. Its flagship product, the Impossible Burger, is available in more than 7,000 restaurants nationwide. 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. To learn more about Impossible™ Foods, please visit impossiblefoods.com or follow us on Facebook, Twitter and Instagram.

About DoorDash

DoorDash is a technology platform that connects customers with their favorite local and national businesses in over 4,000 cities and all 50 states across the United States and Canada. Founded in 2013 by Stanford students Tony Xu, Andy Fang, and Stanley Tang, the company currently reaches 80 percent of U.S. households and has the widest selection of restaurants, cementing an industry-leading position in the U.S. DoorDash empowers merchants to grow their businesses by offering on-demand delivery, data-driven insights, and better in-store efficiency, providing delightful experiences from door to door. By building the last-mile delivery infrastructure for local cities, DoorDash is bringing communities closer, one doorstep at a time. Read more on the [DoorDash blog](#) or at www.doordash.com.

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