

‘Impossible Whopper’: Burger King plans roll out of plant-based GMO burger

Burger King has a plan to bring in new customers and encourage existing ones to buy more often: Vegetarian Whoppers.

The burger chain announced on [April 1] that it is testing out Impossible Whoppers, made with plant-based patties from Impossible Foods, in 59 locations in and around St. Louis. If all goes well, Burger King will roll out the Impossible Whopper nationally.

With the Impossible Whopper, Burger King hopes to “give somebody who wants to eat a burger every day, but doesn’t necessarily want to eat beef everyday, permission to come into the restaurants more frequently,” Chris Finazzo, president of Burger King North America, told CNN Business. It’s also a way to encourage vegan and vegetarian eaters to check out Burger King.

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The Impossible Whopper is supposed to taste just like Burger King’s regular Whopper. Unlike veggie burgers, Impossible burger patties are designed to mimic the look and texture of meat when cooked. The plant protein startup [recently revealed](#) a new recipe, designed to look and taste even more like meat. That version is being used in Burger King’s Impossible Whoppers.

Read full, original article: [Burger King is testing out an Impossible Whopper. This is why](#)