

Plant-based GMO 'Impossible' Whopper a surprise hit at 59 Midwest Burger King locations

The St. Louis area, with 59 Burger King locations, has been chosen as the sole test market for the [plant-based] Impossible Whopper. We're the middle of Middle America, and if something that is "hamburgery" without being an actual hamburger can sell here, then it can sell anywhere.

Apparently, it is selling well. Tiffany Billops, manager of a Burger King location in the city's Academy neighborhood, [said] her restaurant has seen a significant increase both in sales and traffic since its introduction April 1. (Burger King's announcement of a vegetarian Whopper on April Fools' Day was interpreted by some as a prank.)

Across the Mississippi River, near Granite City, it may be selling even better.

"Oh my God," counter clerk Morgan McMurray told me. "Maybe even more than the regular Whopper. I didn't think they'd sell, but they do."

Much of the initial burst of activity, of course, can be attributed to the novelty of the thing. People want to try something new, especially when that something is a Whopper that isn't really a Whopper. But Billops said she has already seen Impossible repeat customers....

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