

## Nestlé poised to launch plant-based 'Awesome Burger' to compete with Impossible Foods, Beyond Meat

Nestlé's new 'cook from raw' plant-based Awesome Burger (launching in the fall under the Sweet Earth brand in retail and foodservice) has similar levels of sodium and saturated fat to the Impossible Burger and the Beyond Burger, but has significantly more protein and fiber, say Sweet Earth founders Brian and Kelly Swette.

Each 4oz Awesome Burger – which contains textured pea protein, vital wheat gluten, coconut oil, and canola oil – contains 28g protein (vs 19g/20g for Impossible/Beyond), 6g fiber (vs 3g for Impossible/Beyond), 8g saturated fat (vs 8g/5g for Impossible/Beyond), and 400mg of sodium (vs 370-380mg for Impossible/Beyond).

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By leveraging Nestlé's buying power, Sweet Earth will also be able to offer a competitively priced product that can scale rapidly, claimed Kelly, who said teaming up with the world's biggest food company was one of the most effective ways of accelerating the kind of change many activists want to see in the food system.

Her comments came as analysts at Bernstein cited an "*overwhelming number of complaints on Impossible Foods' Facebook page ....*" as it struggled to keep up with unprecedented demand for its plant-based burgers.

**Read full, original article:** [Nestlé gears up to launch the plant-based Awesome Burger under the Sweet Earth brand](#)