

GMO Impossible Burger top-selling item at many grocery stores across US

Impossible Burger debuted on store shelves earlier [in September], immediately becoming the No. 1 product sold at some of America's favorite grocery stores — and remaining the top performer ever since.

Impossible Burger made its worldwide debut in grocery stores Sept. 20 at all outlets of Gelson's Markets in Southern California.

Since its Sept. 20 debut, Impossible Burger has remained the No. 1 packaged item at Gelson's 27-unit chain. Since its launch, Gelson's has sold more Impossible Burger than all types of ground beef from cows, based on both revenue and total number of pounds sold.

"No one could have predicted this level of pent-up demand for Impossible Burger," said John Bagan, Gelson's Chief Merchandising Officer. "We had die-hard Impossible fans buying 10 packages at a time, and we saw a record number of new customers who have never shopped Gelson's before. It's the biggest product launch we've ever had."

On Sept. 26, Impossible Burger became available in all 100 outlets of Wegmans in seven states and two Fairway locations in New York City. Impossible Burger immediately became the No. 1 single item sold in the meat department at Fairway's two Manhattan locations.

Read full, original article: [Impossible Burger Becomes No. 1 Item Sold at Grocery Stores](#)