

Impossible Foods seeks approval for GMO plant-based burgers in biotech-wary Europe

Impossible Foods Inc. has applied to start selling its plant-based burgers in the European Union as it looks to expand outside the U.S. and Asia.

The maker of the Impossible Burger filed an application to market soy leghemoglobin, the iron-containing molecule made with a genetically engineered yeast, according to the EU's food safety authority. The ingredient, known as heme, is a key additive for helping replicate the richness of meat flavors.

Genetically modified foods and labeling are tightly regulated in the EU, unlike the U.S., which could mean approval could take time. If it gets the green light, the Impossible Burger will join an increasingly crowded market for faux meat in Europe. Beyond Burger has already made inroads in supermarkets on this side of the Atlantic, and is featured at racing-driver Lewis Hamilton's new plant-based burger chain.

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Outside the U.S., Impossible Foods can be found in Singapore, Hong Kong and Macau. The EU application was filed Sept. 30 with the Dutch government under the EU's regulation on genetically modified food and feed, and passed onto the European Food Safety Authority, filings show.

Read full, original article: [Impossible Foods Seeks to Sell Plant-Based Burgers in Europe](#)