

Press Release



FOR IMMEDIATE RELEASE

Marina Bay Sands among first in Singapore to launch the Impossible 2.0

Celebrity chef restaurants Adrift, Bread Street Kitchen and CUT to serve dishes made from plant-based meat

Singapore (7 March 2019) – Marina Bay Sands has unveiled the highly anticipated *Impossible 2.0* across three of its celebrity chef restaurants as part of the Singapore debut of the ground-breaking plant-based meat.



*Innovative Impossible creations at Marina Bay Sands include (top left-right): **The Impossible Sausage Roll** from Adrift by David Myers, **The Impossible Sliders** from CUT by Wolfgang Puck; (bottom left-right): **The Impossible Flatbread**, **The Impossible BSK Burger**, and **The Impossible Wellington** from Bread Street Kitchen*

From today, **Adrift by David Myers**, **Bread Street Kitchen by Gordon Ramsay** and **CUT by Wolfgang Puck** will be among the first eight restaurants in Singapore to serve dishes

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incorporating the plant-based beef, marking a new chapter in the integrated resort's sustainability journey.

An upgrade from its 2016 launch, the *Impossible 2.0* contains no gluten, cholesterol, animal hormones, or antibiotics. The kosher and halal-certified plant-based meat features just as much bioavailable iron and protein as 80/20 ground beef from cows, and contains heme from the protein soy leghemoglobin, the iron-containing molecule that produces the “meaty” flavor of beef.

According to California-based Impossible Foods, the product uses only a small fraction of land, water and energy, compared to livestock which is responsible for 15 per cent of global greenhouse gas emissions and consumes 25 per cent of the world's fresh water.

“Marina Bay Sands is committed to reducing our overall impact on the environment, and is passionate in driving new initiatives that champion our cause. Through collaborations with organisations such as Impossible Foods, we are able to harness research and technology to help innovate our operations,” said Ian Wilson, Senior Vice President, Non-Gaming Operations, Marina Bay Sands.

“The creative process that our chefs undertook to incorporate the plant-based meat into our menus has been an eye-opening experience. We aspire to work with more like-minded partners to redefine sustainable dining, without compromising on quality or experience,” he added.

Taste the *Impossible*



Executive chefs (from L to R): Wayne Brown of Adrift by David Myers, Sabrina Stillhart of Bread Street Kitchen by Gordon Ramsay, and Joshua Brown of CUT by Wolfgang Puck

Diners can enjoy five different renditions of Impossible Foods' plant-based meat at Marina Bay Sands. At Adrift, Australian executive chef Wayne Brown reimagines his favourite Aussie

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comfort food with *The Impossible™ Sausage Roll* (S\$14++). The juicy plant-based sausage, spiced with fennel, nutmeg, garlic and onion, is encased in a layer of French puff pastry and baked to golden perfection. The dish is served with Adrift's house-made tomato ketchup, and is best enjoyed as a late-night bar snack, paired with a glass of Australian fine wine such as the *2015 Si Vintners Semillon Chardonnay from the Margaret River*.

Chef Brown said, "At Adrift, we believe in choosing foods that are wholesome and sustainably sourced. We are always renewing our range of fresh salads and carb alternatives such as quinoa and brown rice, and are conscious in using sustainable produce that are sourced responsibly. This collaboration with Impossible Foods is aligned with our aspirations to keep reinventing new ways to present great food."

At Bread Street Kitchen (BSK) by Gordon Ramsay, executive chef Sabrina Stillhart has created three Impossible dishes. *The Impossible™ Flatbread* (S\$24++) features plant-based meat chunks, caramelized onions, crunchy walnuts, and rocket pesto atop a disc of chewy flatbread. The second dish, *The Impossible™ BSK Burger* (S\$25++), features a hearty seven-ounce plant-based meat patty topped with Monterey Jack cheese and a drizzle of smoked bacon ketchup. The burger is served with BSK's well-loved crispy chips on the side. The third dish is *The Impossible™ Wellington* (S\$39++), a creative spin on Bread Street Kitchen's iconic Beef Wellington. It features a juicy seared plant-based meat centre, enveloped in layers of herb crepe, savoury duxelles, and finished with a crisp crust baked to perfection. The dish is served with a side of mash potatoes, and carrots glazed with red wine jus.

Chef Stillhart said, "The Impossible dishes we've created are great additions to the array of special dietary menus that we already offer at Bread Street Kitchen. The plant-based meat is rich in flavours, has a unique texture, and will be welcomed by meat-lovers."

All three creations complement BSK's existing line-up of special menus catering to guests with varying dietary preferences. There are more than 85 such dishes across four full menus, from dairy- and gluten-free, to vegetarian and vegan.

At modern steak restaurant CUT, executive chef Joshua Brown presents *The Impossible™ Sliders* (S\$18++ for three pieces), a remake of the restaurant's signature *Mini Kobe beef sliders*. The bite-sized meat patty is lightly seasoned and grilled to medium-well doneness, served with smoked shallot jalapeno marmalade, garlic aioli, ketchup, house-made sweet pickles, and sandwiched between two mini brioche buns. The dish is best paired with some of CUT's innovative whiskey cocktails, such as the *Smoke & Mirrors* cocktail (S\$26++) – a smoked tea-infused single malt boasting honeyed notes of Drambuie and the sour Marasca cherry.

Chef Brown said, "Over the years, we have evolved our menu to include chicken and fish beyond our signature steaks, in response to increasing demand for variety from our diners. The

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Impossible Sliders is an extension of our diverse offerings, providing a great alternative for meat-lovers looking to offset their meat intake, while still enjoying the flavours of beef.”

Sustainable dining options at Marina Bay Sands

As an integrated resort with a strong focus on sustainability, Marina Bay Sands’ commitment to responsible seafood began in 2013 when it stopped serving shark fin at all restaurants owned and operated by the IR, as well as at MICE events. Through a landmark partnership with the World Wide Fund for Nature in Singapore (WWF) in 2017, Marina Bay Sands and WWF jointly developed measurable and achievable goals to improve responsible procurement within the IR and transform its supply chain.

One of Marina Bay Sands’ key goals is to procure 50 per cent of its total seafood by volume responsibly sourced by 2020. Today, the IR uses over 90 types of seafood – such as salmon, tilapia, prawns, mussels, and lobsters – from Marine Stewardship Council (MSC) and Aquaculture Stewardship Council (ASC) certified sources. In particular, sustainable tiger prawns and Norwegian salmon are used in **Adrift, Bread Street Kitchen** and **CUT**.

Sustainability extends beyond the kitchens at Marina Bay Sands, in the form of an outdoor Herb Garden located at the back of Rise restaurant. More than 50 types of fresh herbs and spices are grown, and up to 1.2kg of home-grown herbs are harvested daily for use across the IR’s restaurants. In addition to enhancing flavours of the dishes, herb trimmings are also used as table centerpieces at Rise. To go the extra mile, the garden also reuses coffee grounds from the restaurants as fertiliser, eliminating the use of chemicals and pesticides.

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About Marina Bay Sands Pte Ltd

Marina Bay Sands is the leading business, leisure and entertainment destination in Asia. It features large and flexible convention and exhibition facilities, 2,560 hotel rooms and suites, the rooftop Sands SkyPark, the best shopping mall in Asia, world-class celebrity chef restaurants, a theatre and an outdoor event plaza. Completing the line-up of attractions is ArtScience Museum at Marina Bay Sands which plays host to permanent and marquee exhibitions. For more information, please visit www.marinabaysands.com

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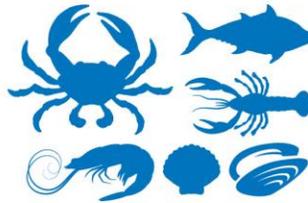
Download hi-res images [here](#).

OUR SUSTAINABLE FOOD JOURNEY

At Marina Bay Sands®, sustainability defines the way we do business. With large-scale F&B operations in hotel, banquet, restaurants and more, we are able to innovate and partner with like-minded organisations to minimise our environmental footprint.

28% of our seafood are responsibly sourced

Our goal is to reach **50%** by 2020



NO SHARK FIN
has been served since 2014²



We support

7 AQUACULTURE FARMS¹

in Malaysia, which have produced **200,000KG** of sustainable seafood

Around

80

TYPES OF HERBS

are grown in RISE Herb Garden

Up to **1.2KG** are harvested daily

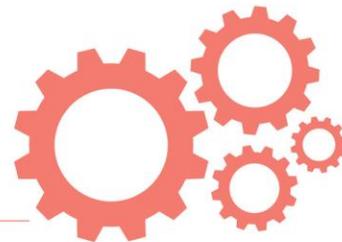


5

on-property food digesters

Each breaks down

500KG of food waste a day



In 2018,

752,000KG

of food waste was diverted from landfills



Including **8,400KG** of unconsumed bread donated to Food from the Heart

And

2,000KG

of unserved cooked food donated to Food Bank

¹ Through Aquaculture Improvement Projects (AIPs) in partnership with WWF
² In restaurants owned and operated by Marina Bay Sands