



BEYOND MEAT™



BEYOND MEAT® AND PIZZA HUT PARTNER TO DELIVER ICONIC NEW PIZZA RANGE TO U.K. CUSTOMERS

- *Available via Pizza Hut Delivery for a limited time only, Beyond Meat Pizzas bring delicious and sustainable plant-based protein toppings to the iconic Pizza Hut recipe, responding to consumer demand for more plant-based products*
- *One lucky customer received a surprise delivery of Pizza Hut's brand-new Beyond Meat Pizza from British TV personality Ryan Thomas*

London, November 10, 2020 - Beyond Meat, Inc., a leader in plant-based meat, and Pizza Hut today announced the exciting launch of Beyond Meat® Pizzas in the U.K. Designed to appeal to meat lovers and vegetarians alike, the new plant-based protein pizza toppings provide fans with even more delicious and sustainable options, and are available now for a limited time only at select Pizza Hut Delivery locations in London, Liverpool and Luton, while supplies last.

The brand-new partnership makes Pizza Hut the first national pizza chain in the U.K. to offer customers Beyond Meat toppings. The two iconic brands have come together to create several new pizza offerings that feature Beyond Meat's range of new plant-based protein toppings: Beyond Italian Style Sausage, Beyond Pork™ Crumbles and Beyond Beef™ Crumbles. These toppings have been carefully developed to offer the same taste and flavour profile as Pizza Hut's traditional meat toppings, making them the perfect option for carnivores and flexitarians who want the juicy, meaty experience they know and love, with the benefits of plant-based protein.

The innovative new line-up of Beyond Meat Pizzas will include plant-based twists to popular Pizza Hut favourites as well as brand new flavour combinations:

- **Beyond Three-Meat Supreme:** fresh tomato sauce and mozzarella cheese topped with plant-based Beyond Italian Style Sausage, Beyond Pork Crumbles, Beyond Beef Crumbles, peppers, mushrooms and red onions.
- **Beyond Italian Style Sausage Supreme:** fresh tomato sauce and mozzarella cheese topped with plant-based Beyond Italian Style Sausage, peppers, mushrooms and red onions.
- **Beyond Beef Sizzler:** fresh tomato sauce and mozzarella cheese topped with plant-based Beyond Beef Crumbles, red onion, jalapeños and green chillies.
- **Beyond Pork & Sweet Chilli:** plant-based Beyond Pork Crumbles, mozzarella cheese, garlic, mushroom and red peppers on top of a sweet chilli sauce base.
- **Beyond Italian Style Sausage Tear & Share Topper:** mozzarella cheese and garlic folded pizza topped with plant-based Beyond Italian Style Sausage and cut into strips.

The pizza toppings were developed in response to the growing customer demand for more plant-based options. Both Pizza Hut and Beyond Meat recognise the importance and benefits of having more diverse protein options, and the two companies have come together to develop a whole range of new pizzas for customers to enjoy.

To celebrate the partnership, British TV personality Ryan Thomas rode an electric scooter to deliver the limited-edition product to Pizza Hut's most loyal customer in Islington, North London. The surprised customer received Pizza Hut's Beyond Three-Meat Supreme, which sees the iconic Pizza Hut dough base topped with Beyond Italian Style Sausage, Beyond Pork Crumbles,



Beyond Beef Crumbles and fresh vegetables – offering plant-based deliciousness that delivers the authentic Pizza Hut taste fans crave.

Ethan Brown, Founder & CEO at Beyond Meat said, “Our partnership with Pizza Hut is a category first and together we will continue to raise the bar on game changing product innovations. We’re thrilled to be on this journey with Pizza Hut that enables us to further increase access to delicious, better-for-you plant-based meat as we continue to expand our partnership with Yum! Brands.”

Regina Borda, Managing Director at Pizza Hut Europe said, "We are delighted to be the first pizza chain to bring Beyond Meat toppings to the U.K. We are constantly challenging ourselves to bring new innovations to our customers, and the Beyond Meat Pizzas are a great option for those looking to try plant-based protein without sacrificing the iconic flavour and texture of our traditional pizzas. Our consumers’ preferences are of utmost importance to us, and Beyond Meat’s commitment to leading the category in product innovation, high-quality ingredients and accessibility made them the ideal partner for this historic launch.”

This landmark announcement comes as part of a broader launch between the two brands that is anchored in delivering mouthwatering and sustainable cutting-edge innovations to pizza lovers in the U.K. and beyond. Starting today, fans in the United States will also be able to enjoy Beyond Pan Pizzas at Pizza Hut restaurants nationwide for a limited time while supplies last.

The delicious new range of Beyond Meat Pizzas is currently available at five Delivery Huts in London, Liverpool, and Luton, while supplies last. Customers who order a Beyond Meat Pizza at Pizza Hut from 10 November until supplies last, have the chance to win a Beyond Golden Ticket, offering them a £20 voucher to redeem against any Pizza Hut Delivery products. Customers may be able to take advantage of Pizza Hut’s deal, offering 1 large pizza, 1 classic side, 1 any side and a 1.5L drink for £19.99 (terms and conditions apply).

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About Beyond Meat

Beyond Meat, Inc. (NASDAQ: BYND) is one of the fastest growing food companies in the United States, offering a portfolio of revolutionary plant-based meats, made from simple, plant-based ingredients without GMOs or cholesterol. Founded in 2009, Beyond Meat products are designed to have the same taste and texture as animal-based meat while being better for the planet. Beyond Meat’s brand commitment, Eat What You Love™, represents a strong belief that there is a better way to feed our future and that the positive choices we all make, no matter how small, can have a great impact on the health of our planet. By shifting from animal-based meat to plant-based protein, we can positively impact growing global issues like resource conservation and animal welfare. As of September 26, 2020, Beyond Meat had products available at approximately 122,000 retail and foodservice outlets in over 80 countries worldwide. Visit www.BeyondMeat.com and follow @BeyondMeat, #BeyondBurger and #GoBeyond on Facebook, Instagram and Twitter.



About Pizza Hut in the UK

Pizza Hut operates over 700 takeaway and restaurant Huts in the UK and Northern Ireland, employing over 14,000 people. In the UK, Pizza Hut Delivery combines 400 company run Delivery and Express stores and a strong franchise network, with over 60 franchise partners. Pizza Hut Delivery in the UK is part of Pizza Hut Europe and is run by General Manager, Neil Manhas. Pizza Hut Restaurants is fully franchised.

Forward Looking Statements

Certain statements in this release constitute “forward-looking statements.” These statements are based on management’s current opinions, expectations, beliefs, plans, objectives, assumptions or projections regarding future events or future results. These forward-looking statements are only predictions, not historical fact, and involve certain risks and uncertainties, as well as assumptions. Actual results, levels of activity, performance, achievements and events could differ materially from those stated, anticipated or implied by such forward-looking statements. While Beyond Meat believes that its assumptions are reasonable, it is very difficult to predict the impact of known factors, and, of course, it is impossible to anticipate all factors that could affect actual results. There are many risks and uncertainties that could cause actual results to differ materially from forward-looking statements made herein including, most prominently, the risks discussed under the heading “Risk Factors” in the Company’s Annual Report on Form 10-K for the year ended December 31, 2019 filed with the U.S. Securities and Exchange Commission (“SEC”) on March 19, 2020, and the Company’s Quarterly Report on Form 10-Q for the quarter ended September 26, 2020 filed with the SEC on November 9, 2020, as well as other factors described from time to time in Beyond Meat’s filings with the SEC. Such forward-looking statements are made only as of the date of this release. Beyond Meat undertakes no obligation to publicly update or revise any forward-looking statement because of new information, future events or otherwise, except as otherwise required by law. If we do update one or more forward-looking statements, no inference should be made that we will make additional updates with respect to those or other forward-looking statements.

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