



## BEYOND MEAT®

### BEYOND MEAT® ANNOUNCES BRAZIL MARKET ENTRY

*Company Expands Global Footprint with New Retail Agreement in Brazil in Partnership with St. Marche*

**Sao Paulo, 15 July 2020** – Beyond Meat, Inc. (NASDAQ: BYND), a leader in plant-based meat, today announces that it is entering the Brazil market with the introduction of its revolutionary plant-based meat products at 19 St. Marche locations across Sao Paulo. Furthering its mission of increasing accessibility to plant-based meat globally, the company’s signature Beyond Burger®, Beyond Sausage®, and Beyond Beef® products will debut at St. Marche stores across Sao Paulo starting today, making St. Marche the first retailer in Brazil to sell Beyond Meat’s products.

Brazil is considered the fifth most important market in the healthy food industry worldwide according to Good Food Institute's plant-based market consumer research, and health concerns are among the main reasons Brazilians choose to reduce their consumption of animal meat<sup>1</sup>. As the third largest market in the world in terms of animal meat consumption, Brazil offers significant opportunity for plant-based meat adoption<sup>2</sup>.

Brazil is the latest country to gain access to Beyond Meat products as the company continues to accelerate its global distribution. As of March 28, 2020, Beyond Meat products were available in approximately 94,000 retail and foodservice outlets in 75 countries worldwide.

“Our Brazil market entry marks an important step in furthering our mission of increasing accessibility to plant-based meat globally,” said Ethan Brown, Beyond Meat's Founder & CEO. “We are honored to partner with St. Marche to introduce our delicious, nutritious and sustainable plant-based meats to consumers across Sao Paulo.”

Beyond Meat’s products are designed to appeal to a growing fan base of carnivores and flexitarians who are looking for delicious, satiating, plant-based protein without the compromise. All Beyond Meat products are designed to meet or exceed the nutritional profile of its animal-protein equivalent, have no cholesterol, and are made from simple, plant-based ingredients, without GMOs or artificially produced ingredients.

Bernardo Ouro Preto, St. Marche co-CEO said, "Whether for reasons of health, taste, environmental or animal welfare concerns, more and more Brazilian consumers are directing their diet towards plant-based proteins. We are always looking for products to expand our range of plant-based products and offer customers alternative choices. We're thrilled to offer our customers the superior taste of the Beyond Burger, Beyond Sausage and Beyond Beef.”

Launching today, St. Marche will offer four Beyond Meat products, including the flagship Beyond Burger, Beyond Sausage (Brat Original and Hot Italian) and Beyond Beef. Beyond Meat products are created using the same primary components of animal-based meat - amino acids, lipids, carbohydrates, trace minerals and water - but built directly from plants using simple, plant-based ingredients like peas, brown rice and beets.

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<sup>1</sup> [Consumer Research: Plant-Based Market, Brazil, Good Food Institute, 2018](#)

<sup>2</sup> 2018 Reports Monitor--Global Traditional Meat Market



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Beyond Meat's market entry into Brazil is the latest step forward in Beyond Meat's focus on increasing its global distribution and growth. In April Beyond Meat [entered mainland China](#) through a partnership with Starbucks, and last month further expanded within the country with an [exclusive distribution partnership](#) and [availability at retail](#). Additionally the company recently announced [production capabilities in Europe](#) through a co-manufacturing facility and acquisition of an owned facility, which is expected to be operational by the end of 2020 allowing end-to-end product manufacturing in Europe.

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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 meat. Founded in 2009, Beyond Meat has a mission of building protein directly from plants, an innovation that enables consumers to experience the taste, texture and other sensory attributes of popular animal-based meat products while enjoying the nutritional and environmental benefits of eating its plant-based meat products. Beyond Meat's brand commitment, Eat What You Love™, represents a strong belief that by eating its portfolio of plant-based meats, consumers can enjoy more, not less, of their favorite meals, and by doing so, help address concerns related to human health, climate change, resource conservation and animal welfare. Beyond Meat's portfolio of plant-based proteins were available at approximately 94,000 retail and foodservice outlets in 75 countries worldwide as of March 28, 2020. Visit [www.BeyondMeat.com](http://www.BeyondMeat.com) and follow @BeyondMeat, #BeyondBurger and #GoBeyond on Facebook, Instagram and Twitter.

### **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 the Company 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 Form 10-Q for the quarter ended March 28, 2020 filed with the U.S. Securities and Exchange Commission ("SEC") on May 12, 2020 and the Company's Annual Report on Form 10-K for the year ended December 31, 2019 filed with the SEC on March 19, 2020, as well as other factors described from time to time in the Company's filings with the SEC. Such forward-looking statements are made only as of the date of this release. The Company 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.

### **PRESS CONTACTS**



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