



## METRO CHINA PARTNERS WITH BEYOND MEAT TO OFFER BEYOND BURGER IN METRO STORES INCREASING SUSTAINABLE DIET CHOICES

Shanghai July 14, 2020 – METRO China has announced its partnership with innovative plant-based meat company Beyond Meat to sell the Beyond Burger in select METRO China stores in Shanghai from July 15<sup>th</sup> to bring high-quality plant-based meat to Chinese consumers.



*10-burger pack of Beyond Burgers*

The plant-based Beyond Burger is designed to look, cook and taste like a minced beef burger. Made from simple, plant-based ingredients without soy or gluten, the Beyond Burger delivers the juicy, satisfying burger eating experience, with the added nutritional and environmental benefits of plant-based meat. A 2018 Life Cycle Assessment conducted by the University of Michigan found that the production of the Beyond Burger patty emits 90% less greenhouse gas than a same-sized U.S. beef burger patty.

METRO China President Claude Sarrailh stated, “In recent years, consumers have started to realize the health and environmental benefits of plant-based meat. We are very excited to join hands with Beyond Meat to deliver the company’s innovative plant-based meat products to Chinese dining tables, and we welcome everyone to METRO China stores to experience this sustainable, gourmet experience.”

Chuck Muth, Chief Growth Officer said, “We are honored to partner with METRO China to introduce this latest Beyond Burger offering to their loyal customer base. By offering the Beyond Burger in a value pack, we continue to further our mission to make plant-based meat more accessible to more consumers.”



METRO China introducing Beyond Burger, enriching consumer's food choice



Beyond Burger is designed to look, cook and taste traditional minced beef

### **Dedication to High-Quality Products**

With a deep understanding of our consumers' needs, METRO China continues to optimize its product portfolio to match changing market preferences. With the increasing attention paid to plant-based diets, METRO China has introduced a variety of plant-based beverages in 2020, and the launch of the Beyond Burger in METRO China stores is one more step in meeting our customers' needs for high-quality, nutritious products.

Vice President of METRO China and Director of Commodity Management Bertrand Mothe said of the partnership: "METRO China has always been committed to providing consumers with superior quality goods and service and we continue to develop diversified product lines. We hope to give Chinese consumers with different lifestyle needs more choices by continually enriching our product portfolio."

### **Leading Sustainable Consumption**



Over the years, METRO China has been dedicated to sustainable development throughout the company's supply chain, while also achieving commercial success and creating more value for employees, consumers, partners, and society.

As a leader in green operations, almost half of METRO stores have upgraded their carbon dioxide refrigeration systems, which has reduced carbon emissions by 24,600 tons per year—the equivalent of planting over 490,000 trees. Additionally, METRO China has integrated recycling measures for boxes and other packaging and optimized transportation routes to reduce the carbon footprint of METRO China's logistics capabilities.

Through strict control of our procurement channels, METRO China has implemented responsible procurement of sustainable raw materials and has obtained several certifications for its products from third-party organizations including the Marine Stewardship Council, Forest Stewardship Council, the Business Social Compliance Initiative, and others. METRO China continuously works to provide consumers with sustainable consumption options in their daily lives.

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### **About Metro China**

In 1996, Metro Cash & Carry, the international pioneer in self-service wholesale, opened its first wholesale store in the international metropolis of Shanghai. The company has set its foot already in 60 Chinese cities with 97 stores in operation. With a headcount of over 11,000 employees, the wholesaler is servicing 17 million customers across the country.

For more information, please log in: [www.metro.cn](http://www.metro.cn)

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