

## **BEYOND MEAT ANNOUNCES AVAILABILITY OF THE BEYOND BURGER® AND BEYOND BEEF™ THROUGH LOCAL CHINESE DISTRIBUTOR, SINODIS**

*In support of the company's long-term growth strategy, Beyond Meat hires Candy Chan to the newly created role of General Manager, China*

BEIJING, China, June 8, 2020 - Beyond Meat, Inc. (NASDAQ: BYND), an innovative plant-based meat company, today announced the availability of its products to customers across mainland China through its agreement with local distributor, Sinodis. Sinodis, who was selected as a trusted name in mainland China for their local expertise and extensive foodservice network, will offer two Beyond Meat products: Beyond Beef™ and the Beyond Burger®.

As part of the next step in Beyond Meat's long-term growth strategy, the company hired Candy Chan to the newly created role of General Manager, China. Candy has over 20 years' experience building iconic brands like KFC and Pizza Hut in China. Her insights, understanding of the local market and strong knowhow in brand building, restaurant and the food & beverage space are expected to support the brand's rapid expansion in China. Most recently, Candy was the Chief Brand Officer of Pizza Hut, responsible for Marketing and Food Innovation across the Asia Pacific Region.

“Our goal is to increase availability of plant-based meat globally, providing consumers with more choice and access to the nutritional and environmental benefits of plant-based meat,” said Chuck Muth, Chief Growth Officer at Beyond Meat. “China is an important market given its large population and interest in plant-based proteins. We are committed to building infrastructure that will support our long-term growth in the region and are pleased to partner with Sinodis and have Candy on board as we scale up our market presence.”

“Sinodis is proud to serve as Beyond Meat's distribution partner in mainland China. The company's innovative products are world renowned and we expect an enthusiastic response to the products in China where demand is growing for more high-quality, nutritious plant-based meat options,” said Denis Vergneau, General Manager of Sinodis.

Sinodis, which is known for working with innovative international brands on their market entry and growth, has an expansive distribution network across China. Through its partnership with Beyond Meat, Sinodis is also investing in growing the plant-based meat category in China which is expected to help nurture the brand's availability on a national scale.

One of the two products Sinodis will carry is Beyond Beef, Beyond Meat's first product available in mainland China. Beyond Beef is a plant-based minced beef that offers the meaty taste, juicy texture and culinary versatility of minced beef. Made using simple, plant-based ingredients without soy or gluten, Beyond Beef is designed to take the place of traditional minced beef in recipes like beef lo mein and xiaolongbao. Compared to 80/20 minced beef, Beyond Beef offers:

- A rich source of protein with 18g per 100g serving, derived from peas, mung beans and rice
- 30% less saturated fat
- Less total fat
- More iron
- No antibiotics or hormones

In addition to carrying Beyond Beef, Sinodis will also carry Beyond Meat's popular Beyond Burger in mainland China. 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. Compared to 80/20 minced beef, the Beyond Burger offers:

- A rich source of protein with 17g per 100g serving, derived from peas and rice
- 26% less saturated fat
- Less total fat
- More iron
- No antibiotics or hormones

A 2018 Life Cycle Assessment conducted by the University of Michigan found that producing the US Beyond Burger patty uses 99% less water, 93% less land, 46% less energy and emits 90% fewer greenhouse gas emissions than producing a ¼ lb. US beef burger patty. By building meat from plants, Beyond Meat is on a mission to improve human health, positively impact climate change, conserve natural resources and respect animal welfare. This mission is resonating with consumers globally who are looking for diversified protein options that are more nutritious, sustainable and humane.

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### **About Beyond Meat**

Beyond Meat, Inc. (NASDAQ:BYND) is a global protein company, offering a portfolio of revolutionary plant-based meats. Founded in 2009, Beyond Meat has a mission of building meat 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 more than 75 countries worldwide as of March 28, 2020. Visit [beyondmeatchina.com.cn](http://beyondmeatchina.com.cn), follow [@别样肉客BeyondMeat](#) on Sina Weibo, and scan the QR code below to follow us on WeChat.



### **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 Beyond Meat’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, 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 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.