



BEYOND MEAT™ 别样肉客

BEYOND MEAT, INC. FURTHERS PARTNERSHIP WITH STARBUCKS IN CHINA WITH THE LAUNCH OF BEYOND BEEF™ BBQ FLAVORED SANDWICH

*New Beyond Meat, Inc. offering is the latest addition to Starbucks GOOD GOOD plant-based menu,
available from August 25*

BEIJING, China, August 25, 2020 - Beyond Meat, Inc. (NASDAQ: BYND), a global plant-based protein company, furthers its partnership with Starbucks in the Chinese mainland with the addition of the new Beyond Beef™ BBQ Flavored Sandwich to Starbucks GOOD GOOD plant based food and beverage menu. Starting August 25, consumers can enjoy yet another delicious, nutritious and sustainable option from Beyond Meat, Inc. at most Starbucks stores in the Chinese mainland.

The Beyond Beef™ BBQ Flavored Sandwich features cumin, garlic, black pepper, and other spices to give the Beyond Beef™ sandwich a rich, hearty BBQ flavor, combined with flavorful cheddar cheese, crispy vegetables and a delicately delicious secret sauce, in between two pieces of multigrain bread.

Beyond Meat, Inc. remains dedicated to offering high-quality plant-based protein, and the new Beyond Beef™ BBQ Flavored Sandwich is a significant step forward in providing more plant-based protein choices for Chinese consumers. Beyond Meat, Inc.'s launch of this new product showcases the Beyond Beef™ product's versatility and how well plant-based protein can be integrated into daily diets in China. Following Beyond Meat, Inc.'s successful initial offerings on Starbucks GOOD GOOD menu, the Beyond Beef™ BBQ Flavored Sandwich will reach more Chinese customers who put well-being and a sustainable environment first and provide them with a truly unique experience with plant-based protein.

Beyond Beef™ is made with simple, plant-based ingredients with more protein, less saturated fat, more iron, and no antibiotics or hormones compared to 80/20 minced beef. Additionally, the Beyond Beef™ BBQ Flavored Sandwich will form part of Starbucks GOOD GOOD plant based menu that already includes the Beyond Beef™ Classic Lasagna, a classic Italian dish featuring layers of Beyond Beef™, tender lasagna pasta, and golden gooey cheese; as well as the Beyond Beef™ Spicy & Sour Wrap, a tortilla wrap stuffed with crunchy lettuce, carrots and juicy plant-based Beyond Beef™, smothered in American-style spicy and sour sauce.

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About Beyond Meat, Inc.

Beyond Meat, Inc. (NASDAQ:BYND) is a global protein company, offering a portfolio of revolutionary plant-



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based meats. Founded in 2009, Beyond Meat, Inc. 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, Inc.'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, Inc.'s portfolio of plant-based proteins were available at approximately 112,000 retail and foodservice outlets in 85 countries worldwide as of June 27, 2020. Visit beyondmeatchina.com.cn, follow [@别样肉客BeyondMeat](https://www.weibo.com/BeyondMeat) on Sina Weibo, and scan the Q.R. 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, Inc. 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 June 27, 2020 filed with the SEC on August 11, 2020, as well as other factors described from time to time in Beyond Meat, Inc.’s filings with the SEC. Such forward-looking statements are made only as of the date of this release. Beyond Meat, Inc. 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.