

A&W brings Beyond Meat's Revolutionary Plant-Based Burger to Canada

A&W Canada and Beyond Meat partner to give Canadians a delicious, new burger experience



Toronto, ON – June 21, 2018 – For Canadians looking to sink their teeth into the widely buzzed about Beyond Burger, the wait is almost over. A&W Food Services of Canada Inc. will be the first national burger chain in Canada, and Beyond Meat's largest restaurant partner yet, to add the innovative, plant-based burger to its menu. Starting July 9th, 2018, A&W will offer *The Beyond Meat Burger* at all its restaurants across Canada.

“We are a burger loving company with a lot of firsts, but this is the fastest new-product launch in our history,” explains Susan Senecal, A&W Canada's President and Chief Executive Officer. “When we tried the Beyond Meat Burger we were amazed with how great it tasted and knew we had to be the first national burger chain to bring it to Canadians across the country.”

A&W's Beyond Meat Burger is created to satisfy burger lovers' craving for a juicy, mouthwatering burger and will feature a classic build of lettuce, tomato, red onion, pickles, ketchup, mustard, and mayo. The 100% plant-based burger patty is made from protein-rich pulse crops, like peas, and mung beans. The simple, plant-based ingredients are combined using a recipe that delivers a delicious and satiating burger.

“Our partnership with the iconic A&W brand is a tremendous step forward for Beyond Meat and, correspondingly, consumers who are seeking broader access to healthy and sustainable options for the center of the plate,” said Ethan Brown, Founder and Chief Executive Officer of Beyond Meat. “We recognize in A&W a shared commitment to innovation and delighting the customer, and are pleased to together introduce the Beyond Burger to the Canadian market.”

“Our guests tell us that they want a range of great tasting burgers, and A&W's Beyond Meat Burger will be a new option to try. It's a true, full-flavoured burger experience that we can't wait to share,” added Susan.

About A&W

A&W Food Services of Canada Inc. is Canada's original and fastest growing quick service burger chain. It is 100 per cent Canadian owned and is one of the strongest brand names in the Canadian foodservice industry. A&W is the nation's second largest hamburger chain with more than 925 locations coast-to-coast. For more information, please visit www.aw.ca.

About Beyond Meat

Based in Los Angeles, California, Beyond Meat is a privately held company with a mission of building meat directly from plants. Investors include Bill Gates, actor and activist Leonardo DiCaprio, Twitter co-founders Biz Stone and Evan Williams, Honest Tea founder Seth Goldman, the Humane Society of the United States, and Tyson Foods. To stay up to date on the latest, visit www.BeyondMeat.com.