

The Beyond Burger® Hits a Sizzling Milestone, Now in 5,000 Supermarkets Nationwide with Addition of East Coast Retail Group, Ahold

More Than 770 Stop & Shop, Giant Landover, Giant Carlisle and Martin's Stores Will Feature the Plant-Based Sensation from Beyond Meat in the Meat Section

El Segundo, CALIF. (December 4, 2017) – This holiday season, amidst the abundance of roasts, loafs, and other seasonal indulgences, Beyond Meat® is offering a surprisingly meaty, plant-based option that doesn't sacrifice on taste. Starting today, East Coasters can find the coveted Beyond Burger® in the meat section of 770 Ahold-owned Stop & Shop, Giant Landover, Giant Carlisle and Martin's stores. The additional distribution comes on the heels of Beyond Meat's expansion to over 130 Shaws locations, helping to ensure the supply of Beyond Burgers on the East Coast meets quickly growing demand.

“We are excited to share with consumers that Ahold will be placing The Beyond Burger in their meat case,” said Ethan Brown, founder and CEO of Beyond Meat. “We know that up to 70% of consumers are looking for alternatives to animal protein, and applaud Ahold on providing consumers with expanded choice within their meat aisle.”

According to the [National Retail Federation](#), the winter holidays account for the second highest consumer spending event across the entire year, with 46% of that spending occurring at grocery and supermarket locations. This season, Beyond Meat encourages shoppers to experiment with recipes that create new takes on traditional favorites to share among friends and family. Try the [Holiday Farro Bowl](#), [Brown Butter Orecchiette With Butternut Squash, Sage And Beyond Burger Meatballs](#), [Loaded Sweet Potato Nachos](#) or April Ross' [Butternut Mac & Cheese](#) for your next holiday get-together.

To find the store closest to you visit the Beyond Meat [store locator](#), and for additional winter recipes and seasonal inspiration, visit www.beyondmeat.com/recipes.

ACCELERATING GROWTH

The addition of Ahold-owned stores brings The Beyond Burger's distribution footprint to 5,000 retailers. That's in addition to the 3,700 restaurants, hotels, college dining halls, and other food service outlets nationwide serving up Beyond Burgers.

Consumers looking to cook up The Beyond Burger at home can find it in the meat section at the following grocery outlets:

WEST COAST

Albertsons, Bristol Farms, Carrs, Fred Meyer, Haggen, King Soopers, Lassens, Pavilions, Quality Food Centers, Raley's, Ralphs, Safeway, Stater Bros. Market, Vons and Whole Foods Market

MIDWEST

Baker's, Dillons, Heinen's, Hy-vee, Jewel Osco, Kroger, Mariano's and Whole Foods Market

SOUTH

Kroger, HEB Central Market and Whole Foods Market

EAST COAST

Giant Carlisle, Giant Landover, Martin's, Shaws, Stop & Shop, Wegmans and Whole Foods

UNREAL TASTE. REAL INGREDIENTS

The Beyond Burger is the world's only burger that looks, cooks, and tastes like ground beef from cows but is made entirely from plants, without GMOs, soy, or gluten. The Beyond Burger packs more protein and iron than beef and is a

cholesterol free food, with less saturated fat than beef. A 1/4lb Beyond Burger sold in grocery stores has 4 grams of saturated fat and 22 grams of total fat, compared to an 80/20 beef burger's 9 grams of saturated fat and 23 grams of total fat.

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, Kleiner Perkins, former McDonald's CEO Don Thompson, Honest Tea founder Seth Goldman, Humane Society of the United States, and Tyson Foods. To stay up to date on the latest, visit www.BeyondMeat.com and follow @BeyondMeat, #BeyondBurger and #FutureOfProtein on Facebook, Instagram and Twitter.