



# BEYOND MEAT®



**Demand for Beyond Sausage® Grows as Retailers Nationwide Stock The Plant-Based Links in The Meat Case**  
*Beyond Sausage becomes the first plant-based sausage to be sold in the meat case at thousands of new stores across the country, including Jewel-Osco, Kroger, Publix, Ralphs, Sprouts, Vons, Wegmans and Shop-Rite*

**El Segundo, CALIF. (March 14, 2019)** – With backyard barbeque season just around the corner, Beyond Meat® is revving up the distribution of its meaty, plant-based sausage. Beyond Sausage is the world's first plant-based sausage that looks, sizzles, and satisfies like pork, but comes with the benefits of plant-based meat. With more protein than pork sausage but 38 percent less saturated fat and no nitrates, gluten, soy or GMOs, Beyond Sausage is the missing link that delivers the satisfying taste and texture of pork sausage, while being better for human health and the environment. Fans looking to try The Future of Protein® can find Beyond Sausage at over 4,000 grocery stores, restaurants and sports stadiums nationwide.

“The consumer reaction to Beyond Sausage has been very positive, with many retailers struggling to keep up with demand. In response, we’ve been increasing production and distribution of Beyond Sausage, which now sees availability at a number of major retailers, making it easier than ever for shoppers to find Beyond Sausage in their local meat case,” said Chuck Muth, Chief Growth Officer, Beyond Meat.

Named one of TIME’s [Best Inventions of 2018](#), Beyond Sausage is also available in a growing number of restaurants and food service outlets including DogHaus, Bareburger, Yankee Stadium, Schaller’s Stube, Rip’s Malt Shop, Wurstküche, Rosamunde Sausage Grill, Next Level Burger, The Moonlighter, State Street Brats and Lord of the Fries.

According to the [Good Food Institute](#), U.S. retail sales of plant-based foods now exceed \$3.7 billion, with sales of plant-based meat up 23 percent in the last year. As an industry leader in a growing sector, Beyond Meat is proud to offer innovative products that consumers can use in a variety of meals. Recipes like [Game Day Beyond Sausage Roll-Ups](#), [Roasted Garlic & Italian Sausage Pasta](#), [Beyond Sausage Stuffed Pasta Shells](#), and the classic [German-Style Bratwurst](#) are consistent crowd-pleasers. Consumers looking to cook up Beyond Sausage at home can find it in the meat section at the following grocery outlets:

## **WEST COAST**

Albertsons (SoCal only), Bristol Farms, Lazy Acres, Nugget Market, Pavilions, Ralphs, Safeway (NorCal), Safeway/Alb Southwest Phoenix/Nevada, Safeway/Alb Portland, Sprouts, Stater Bros, Vons, Whole Foods and Select Winco locations (PNW & NorCal)

## **MIDWEST**

Fresh Thyme, Heinen's, Hy-Vee, Jewel-Osco, Kroger (Indiana, Illinois, Kentucky, Ohio), Mariano's, Plum Market and Whole Foods

## **SOUTH**

Central Market, Publix and Whole Foods

## **EAST COAST**

ACME, Balducci's, Big Y, Fairway Markets, Giant Carlisle, Giant Eagle, Giant Landover, Ingles, Key Foods, Kings Food Markets, Lowes, Price Chopper, Shaw's, Shop-Rite, Tops Friendly Markets, Wegmans and Whole Foods

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

## ***GO BEYOND***

The growing success of the breakthrough Beyond Sausage comes alongside the expansion of Beyond Meat's roster of all-star ambassadors. Many of the biggest names in sports, including Kyrie Irving, Chris Paul, Victor Oladipo, Lindsey Vonn, DeAndre Hopkins and Alex Honnold, are collaborating with Beyond Meat as ambassadors and/or investors. Kyrie Irving recently kicked off the *Go Beyond* campaign, spotlighting the spirit and drive needed to achieve the unattainable --- the same drive that allows Beyond Meat to build delicious burgers and sausages directly from plants. Athletes have an intuitive understanding of how the food they eat impacts their performance, and these champions are betting that Beyond Meat is The Future of Protein®.

## ***ABOUT BEYOND MEAT***

Based in Los Angeles, California, Beyond Meat was founded in 2009 with a mission of building meat directly from plants to positively benefit human health, climate change, natural resource conservation, and animal welfare. Championing these values are Beyond Meat's roster of investors and ambassadors, including Kyrie Irving, Leonardo DiCaprio, Snoop Dogg, Shaquille O'Neal, Jessica Chastain, Shaun White, Liza Koshy, Thomas Middleditch, Tony Gonzales, Bill Gates, Jack & Suzy Welch and many more. Spanning frozen and fresh, Beyond Meat's portfolio of plant-based proteins are sold at more than 35,000 retail and food service outlets worldwide. To stay up to date on the latest, visit [www.BeyondMeat.com](http://www.BeyondMeat.com) and follow @BeyondMeat, #BeyondBurger and #GoBeyond on Facebook, Instagram and Twitter. Beyond Meat, the Beyond Meat logo and Beyond Beef are trademarks or registered trademarks of Beyond Meat, Inc., in the U.S. and in other countries.