

Beyond Meat® Unveils the Missing Link: Beyond Sausage™ Delivers the Juicy, Delicious, and Sizzling Satisfaction of Pork Sausage

But with More Protein, 43% Less Total Fat, 38% Less Saturated Fat, 26% Less Sodium, and 27% Less Calories Than Its Animal Equivalent



El Segundo, CALIF. (December 18, 2017) – Beyond Meat® is bringing a revolutionary plant-based breakthrough to the table: [Beyond Sausage™](#). The latest innovation from Beyond Meat delivers on the juicy, satisfying taste and texture of pork sausage, but with more protein, 43% less total fat, 38% less saturated fat, 27% less calories and 26% less sodium than traditional pork sausage. In keeping with the brand’s promise to help consumers looking for healthy options to continue to Eat What You Love, the company is launching Beyond Sausage exclusively at the Whole Foods Market Pearl Street store in three delicious flavors: Original Bratwurst, Hot Italian and Sweet Italian.

“I love Beyond Sausage first and foremost because it’s truly so enjoyable to eat but also because I see it as an advance in our team’s relentless march toward a perfect build of meat from plants,” said Ethan Brown, CEO of Beyond Meat. “Though we aren’t there yet, I’m encouraged by the progress we’ve made with Beyond Sausage and look forward to hearing what the consumer thinks.”

The first of its kind, Beyond Sausage is an assembly of pea, fava bean, and rice protein organized to deliver against the unique texture of pork sausage. Trace amounts of beet lend the meaty red color. Coconut oil ensures mouth-watering juiciness. And it’s all wrapped in a 100% plant-based casing derived from algae. Like the Beyond Burger, the company used its proprietary approach to braiding and binding proteins, fats, minerals, and water to recreate the basic architecture of meat.

Starting today, December 18, all three flavors of Beyond Sausage will be sold at the Beyond Burger restaurant inside the Whole Foods Market Pearl Street store in Boulder, where The Beyond Burger first launched in May of 2016 and sold out in one hour.

“As a category leader in plant-based meat alternatives, Beyond Meat has revolutionized how consumers get their protein,” said Red Elk Banks, vice president of Whole Foods Market’s Rocky Mountain region. “We’re thrilled to introduce the Beyond Sausage to our Boulder shoppers, and proud to partner with Beyond Meat on the introduction of another innovative and delicious plant-based protein.”

Mouthwatering builds available at Whole Foods Market’s Pearl Street store include the Original Bratwurst topped with sauerkraut and mustard, Hot Italian with grilled red and green peppers, and Sweet Italian with pickled vegetables, pepperoncini, and grilled red onions.

THE BEYOND BURGER

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 but with less saturated and total fat than beef. The Beyond Burger is currently sold in the meat case at more than 5,000 grocery stores nationwide, including Kroger, Albertsons Companies, Ahold Delhaize and Whole Foods Market, as well as on the menu at more than 4,000 restaurants, hotels and college campus dining halls. To find the location nearest you, visit the [store locator](#).

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, #BeyondSausage and #FutureOfProtein on Facebook, Instagram and Twitter.