

Just in Time For Grilling Season, Beyond Sausage™ Launches at Whole Foods Market® Stores Nationwide

Following Rave Reviews, Beyond Meat's Game-Changing Plant-Based Sausage Links Are Hitting Grocery Store Shelves Nationwide



El Segundo, CALIF (APRIL 18, 2018) – Beyond Meat® announces that this week [Beyond Sausage™](#), the breakthrough plant-based links that look, sizzle and satisfy like pork sausage, will be arriving at Whole Foods Market® stores nationwide. Just as the weather starts warming up and consumers look for new options for the grill, the missing links will be sold next to The Beyond Burger® at Whole Foods Market® stores across the country. Available in three mouthwatering flavors, Original Bratwurst, Hot Italian and Sweet Italian, Beyond Sausage will come in four-link packages.

The latest innovation from plant-based leader Beyond Meat delivers on the juicy, satisfying taste and texture of pork sausage, but with 16 grams of plant-based protein, more than that of traditional pork sausage, and 38% less saturated fat¹. Unlike pork sausage, it contains no nitrates or antibiotics, and has no GMOs, soy, or gluten to boot.

“Consistent with our mission to enable consumers to Eat What They Love™ while enjoying all the benefits of plant-based foods, we are excited to launch Beyond Sausage with our long-time partner Whole Foods Market” said Ethan Brown, CEO of Beyond Meat. “This is the first retail product off of our pork platform, one where we’ve invested in diversifying plant proteins and creating greater texture complexity. As with any first iteration, we are eagerly awaiting consumer feedback and hope they enjoy it as much as we do.”

Beyond Meat uses their cutting-edge process to organize each ingredient to deliver against the unique texture of pork sausage. By braiding together proteins, fats, minerals, and water, Beyond Meat is able to re-create the basic architecture, and thus texture, of meat. Peas, fava beans, and rice provide the protein, trace amounts of beet juice lend the meaty red color, coconut and sunflower oil ensure mouthwatering juiciness and a 100% plant-based casing derived from algae brings it all together.

¹ Based on a per cooked link comparison of Beyond Sausage and the leading brand of brat-style pork sausage

“As a category leader in plant-based meats, Beyond Meat has revolutionized how consumers enjoy meat with groundbreaking products that match their animal counterparts” said Parker Brody, Global Grocery Category Manager for Whole Foods Market. “With the success of the Beyond Sausage at our Whole Foods Market Boulder location, we’re thrilled to broaden the reach to all our locations across the country, bringing Beyond Meat’s latest innovation to a national fanbase.”

In addition to all Whole Foods Market stores in the U.S., Beyond Sausage will be available through Amazon Fresh as well as on the menu at [Schaller’s Stube](#) in New York City, Bareburger at Yankee Stadium (section 132), [Rosamunde](#) in San Francisco, [The Moonlighter](#) in Chicago, [Wurstkuche](#) in Los Angeles and [Veggie Grill](#) locations nationwide.

Beyond Sausage’s similarity to pork sausage has already made it a popular choice for chefs and butchers alike. Since launching on the menu at NYC’s Schaller’s Stube, Beyond Sausage now accounts for 35% of the German sausage shop’s sales. Similarly, after trying Beyond Sausage for the first time, celebrity chef and restaurateur [Spike Mendelsohn](#) was inspired to use the Beyond Sausage to create his favorite Bratwurst preparation.

“When I first tried Beyond Sausage, I was blown away by how closely it reminded me of pork sausage. There is both a nuance and versatility to sausage that makes it one of my favorite products to work with as a chef,” said Mendelsohn. “Beyond Sausage seamlessly swaps into any traditional pork-based recipe, offering the same satisfyingly delicious taste and juiciness but with the added health benefits of plant-based cooking.”

A combination of sautéed sauerkraut, dill relish and a healthy dose of large grain mustard, step-by-step directions to create Spike’s [Beyond Brat build](#) at home can be found on the Beyond Meat website.

For the latest Beyond Sausage updates, including additional retailer availability, be sure to [sign up](#) for the Beyond Meat newsletter.

SIMPLE INGREDIENTS, SIMPLY DELICIOUS

Beyond Sausage is the latest innovation in Beyond Meat’s portfolio of plant-based meats that include the breakout Beyond Burger, Beefy Crumbles and Chicken Strips. 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. Now available in more than 20,000 grocery stores and 7,000 restaurants nationwide, Beyond Meat’s revolutionary products are the go-to meat option for those looking for a delicious, satisfying meal, while being better for human health and the environment.

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.

