



BEYOND MEAT TAPS CHUCK MUTH AS NEW CHIEF GROWTH OFFICER

Muth Responsible for Driving Distribution and Growth as Plant-Protein Leader Continues Expansion Into Retail and Food Service

EL SEGUNDO, Calif. (May 9, 2017) --- Beyond Meat®, a leader in creating plant-based protein, announces it has hired Charles (Chuck) J. Muth as its Chief Growth Officer, responsible for driving distribution and growth of Beyond Meat's products. Muth's appointment is effective as of May 30, 2017.

"The brand's mission and purpose promises an amazing opportunity to effect positive change in the way the world eats and I look forward to playing a role in helping accelerate its growth."

"I am very pleased to welcome Chuck to the team in this key leadership role," said Ethan Brown, CEO of Beyond Meat. "Chuck's clear track record of driving substantial growth in brands big and small, established and challenger, is compelling. Our vision is to bring our plant-based meats to the center of America's plate and beyond, and I have every confidence in Chuck's ability to chart the path between that vision and consumers."

In his role as Chief Growth Officer, Muth will be responsible for driving distribution and growth of Beyond Meat products at retail and food service.

A senior leader with a demonstrated background in building winning organizational cultures for both large companies and rising brands, Muth led the creation of the Coca-Cola Co.'s Venturing and Emerging Brands (VEB) sales organization to nurture a portfolio of entrepreneurial brands during his tenure as senior vice president of sales. He achieved revenue growth for the division of over 200 percent from 2014-16, representing a significant percent of Coca-Cola's North America growth during that period. Previously Muth led Honest Beverages as Vice President of Sales where he tripled growth between 2010-2013. Prior to Honest, Muth managed a team of over 450 as Vice President of Sales and Marketing for Philadelphia Coca Cola Bottling Company.

"I'm thrilled to be joining Beyond Meat at this exciting time in their expansion," said Muth. "The brand's mission and purpose promises an amazing opportunity to effect positive change in the way the world eats and I look forward to playing a role in helping accelerate its growth."

Muth earned a BS degree in Marketing and Management from Montclair State University and an MBA in Finance from Fairleigh Dickenson University. He serves on Montclair State University's School of Business Advisory Board, as a volunteer mentor at the Maryland Center for Entrepreneurship and president of the Board of Trustees Tides at Seaboard Point.

About Beyond Meat

Based in Los Angeles, California, Beyond Meat is a privately held company that is on the forefront of plant-based meats. The company provides consumers with plant-based meat that delivers the taste, chew and satisfaction of animal meats without downsides. To stay up to date on the latest, visit www.BeyondMeat.com and follow @BeyondMeat, #BeyondBurger and #FutureOfProtein on [Facebook](#), [Instagram](#) and [Twitter](#).