

## **CARL'S JR. INNOVATES ON BEST-SELLING BEYOND BURGER™ WITH THE LAUNCH OF THE NEW BEYOND BBQ CHEESEBURGER**

*The restaurant expands partnership with Beyond Meat® to introduce a new plant-based menu offering inspired by its iconic Western Bacon Cheeseburger*

FRANKLIN, Tenn. — Oct. 2, 2019 — [Carl's Jr.®](#), known for craveable menu items, is excited to expand its partnership with Beyond Meat® to launch an innovative new menu item – the Beyond BBQ Cheeseburger – available at participating restaurants beginning October 9, 2019. Drawing on the success of its Beyond Famous Star, the restaurant developed a new burger build meant to complement the Beyond Burger™ patty, while drawing on the flavors of its famed Western Bacon Cheeseburger.

The new Beyond BBQ Cheeseburger will feature some of the restaurant's most popular ingredients including a Beyond Burger patty topped with Carl's Jr. original BBQ sauce, American cheese, crispy onion rings, all on a sesame seed bun, for an indulgent flexitarian option that turns BBQ on its head with a plant-based spin.

"After seeing the overwhelming demand for our Beyond Famous Star, in true Carl's Jr. fashion we knew it was time to give customers even more plant-based innovations to delight their taste buds. With one Western Bacon Cheeseburger sold every second, we saw this as the perfect flavor inspiration – and so the new Carl's Jr. Beyond BBQ Cheeseburger was born," shared Patty Trevino, SVP of Carl's Jr. Brand Marketing. "We're always looking for the next great way to innovate and deliver the most craveable burgers, and we're thrilled to continue our partnership with industry leader Beyond Meat to bring new and exciting flavors to our customers."

Carl's Jr. was one of the first major U.S. quick service restaurants to introduce a plant-based option to its menu in December 2018, and since then more than 4.5 million Beyond Famous Star burgers have been sold, making it the most successful burger launch for the brand in the past two years.

"It's been great to see the strong positive consumer response Carl's Jr. has received since launching the Beyond Burger on-menu as more and more consumers look for delicious plant-based meat options. The on-menu expansion of Beyond Meat reflects Carl's Jr.'s continued enthusiasm around the brand partnership and commitment to delivering innovative options for their customers," said Chuck Muth, Chief Growth Officer at Beyond Meat.

The new Beyond BBQ Cheeseburger will be available at Carl's Jr. restaurants beginning October 9, 2019 starting at \$6.29. Pricing and participation may vary by location.

### **About CKE Restaurants Holdings, Inc.**

CKE Restaurants Holdings, Inc. ("CKE"), a privately held company based in Franklin, Tennessee, runs and operates Carl's Jr. and Hardee's, two beloved regional brands, known for one-of-a-kind premium and innovative menu items such as 100 percent Black Angus Thickburgers®, Made from Scratch™ Biscuits

and Hand-Breaded Chicken Tenders™. With both a US and international footprint, Carl's Jr. Restaurants LLC and Hardee's Restaurants LLC have over 3,900 franchised or company-operated restaurants in 44 states and 42 foreign countries and U.S. territories. For more information about CKE, please visit [www.ckr.com](http://www.ckr.com) or its brand sites at [www.carlsjr.com](http://www.carlsjr.com) and [www.hardees.com](http://www.hardees.com).

### **About Beyond Meat**

Beyond Meat, Inc. (NASDAQ:BYND) is one of the fastest growing food companies in the United States, offering a portfolio of revolutionary plant-based meats. Founded in 2009, Beyond Meat has a mission of building meat directly from plants, an innovation that enables consumers to experience the taste, texture and other sensory attributes of popular animal-based meat products while enjoying the nutritional and environmental benefits of eating its plant-based meat products. Beyond Meat's brand commitment, "Eat What You Love," represents a strong belief that by eating its portfolio of plant-based meats, consumers can enjoy more, not less, of their favorite meals, and by doing so, help address concerns related to human health, climate change, resource conservation and animal welfare. Beyond Meat's portfolio of fresh and frozen plant-based proteins are currently sold at approximately 53,000 retail and foodservice outlets worldwide. Visit [www.BeyondMeat.com](http://www.BeyondMeat.com) and follow @BeyondMeat, #BeyondBurger and #GoBeyond on Facebook, Instagram and Twitter.