



# BEYOND MEAT®

## **Beyond Meat® Introduces the Revolutionary Plant-Based Beyond Mince® Across Coop Supermarkets in Sweden**

- *Swedish supermarket Coop is the first Nordic retailer to sell Beyond Mince*
- *Beyond Mince is designed to look, cook and satisfy like minced beef but is 100% plant-based and made without soy, gluten or GMOs*



**Stockholm, October 13, 2020 – Beyond Meat, Inc., a leader in plant-based meat, today announced the introduction of its revolutionary Beyond Mince® in Swedish supermarkets. As of October 26, supermarket chain Coop becomes the first retailer to offer Beyond Mince in the Nordics, with availability online and in selected stores across Sweden.**

Beyond Mince is designed to have the meaty taste, texture and versatility consumers love about minced beef, but with the added environmental benefits of plant-based protein. From tacos to meatballs, and Bolognese to sliders, Beyond Mince is a seamless swap for any traditional minced beef recipe. Beyond Mince has:

- A source of protein with 15g per 100g serving
- No cholesterol
- Made without soy, gluten or GMOs

“We are excited to introduce our latest product innovation in Europe,” said Chuck Muth, Chief Growth Officer, Beyond Meat. “Beyond Mince allows consumers to enjoy all the culinary versatility of minced beef, with the environmental benefits of plant-based meat. Given our long-standing partnership with Coop, we’re thrilled for them to be the first retailer to bring this innovative product to Swedish kitchens.”

“At Coop, we are always looking for products to expand our range of plant-based products and offer customers alternative choices. Today we’re extremely happy to be the first supermarket chain in Sweden to offer the Beyond Mince product, further strengthening our position when it comes to plant-based alternatives,” said Oskar Lundgren, Kategori- och inköpsansvarig at Coop Sweden.

The Swedish introduction of Beyond Mince follows the successful launch of the Beyond Burger® and Beyond Sausage® at Coop last year, which resulted in the Beyond Burger becoming the #1 selling plant-based burger at the retailer. In addition to Coop, Beyond Meat products are widely available across the



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globe; as of June 27, 2020, Beyond Meat's portfolio of plant-based meats were available at approximately 112,000 retail and foodservice outlets in 85 countries, including Sweden, where the Beyond Burger is currently available at various restaurants such as Bastard Burger, Phil's Burger, Scandic Hotel and Texas Longhorn.

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.

For retailers and restaurants interested in carrying Beyond Mince, Beyond Meat is distributed in Sweden by Zandbergen World's Finest Meat.

**Follow Beyond Meat on social for the latest product and promotional offers:** [Instagram](#), [Twitter](#) and [Facebook](#).

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### 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 products are designed to have the same taste and texture as animal-based meat while offering certain environmental benefits. Beyond Meat's brand commitment, Eat What You Love™, represents a strong belief that there is a better way to feed our future and that the positive choices we all make, no matter how small, can help us move towards the kind of future we want. By shifting from animal-based meat to plant-based meat, we can help address concerns related to resource conservation and animal welfare. As of June 27, 2020, Beyond Meat had products available at approximately 112,000 retail and foodservice outlets in 85 countries. Visit [www.BeyondMeat.com](http://www.BeyondMeat.com) and follow @BeyondMeat, #BeyondBurger and #GoBeyond on Facebook, Instagram, and Twitter.

### About Coop

Coop är en av Sveriges största dagligvarukedjor som levererar prisvärd, hållbar matglädje och har mer än 800 butiker från Katterjokk i norr till Smygehamn i söder. Coop har sedan 2008 erbjudit näthandel av mat och vår butik på [coop.se](http://coop.se) når drygt 60 procent av de svenska hushållen med hemleveranser och våra matkassar går dessutom att hämta i alla våra butiker. Coop rankas som ett av Sveriges mest hållbara varumärken och har störst andel ekologisk försäljning i branschen. Totalt omsätter Coop i Sverige 43 miljarder kronor och har över 22 000 medarbetare. För mer information om Coop besök: <http://www.coop.se>.

### Forward Looking Statements



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Certain statements in this release constitute “forward-looking statements.” These statements are based on management’s current opinions, expectations, beliefs, plans, objectives, assumptions or projections regarding future events or future results. These forward-looking statements are only predictions, not historical fact, and involve certain risks and uncertainties, as well as assumptions. Actual results, levels of activity, performance, achievements and events could differ materially from those stated, anticipated or implied by such forward-looking statements. While Beyond Meat believes that its assumptions are reasonable, it is very difficult to predict the impact of known factors, and, of course, it is impossible to anticipate all factors that could affect actual results. There are many risks and uncertainties that could cause actual results to differ materially from forward-looking statements made herein including, most prominently, the risks discussed under the heading “Risk Factors” in the Company’s Annual Report on Form 10-K for the year ended December 31, 2019 filed with the U.S. Securities and Exchange Commission (“SEC”) on March 19, 2020, and the Company’s Quarterly Report on Form 10-Q for the quarter ended June 27, 2020 filed with the SEC on August 11, 2020, as well as other factors described from time to time in Beyond Meat’s filings with the SEC. Such forward-looking statements are made only as of the date of this release. Beyond Meat undertakes no obligation to publicly update or revise any forward-looking statement because of new information, future events or otherwise, except as otherwise required by law. If we do update one or more forward-looking statements, no inference should be made that we will make additional updates with respect to those or other forward-looking statements.