

HARDEE'S TO BEGIN TESTING BEYOND MEAT® AT BREAKFAST, LUNCH AND DINNER WITH THE NEW BEYOND BREAKFAST SAUSAGE™ BISCUIT AND ORIGINAL BEYOND THICKBURGER®

On October 28, Hardee's Customers Will Receive a Free Beyond Breakfast Sausage™ Biscuit or Original Beyond Thickburger® with the Purchase of a Large Drink

FRANKLIN, Tenn. — October 16, 2019 — [Hardee's®](#), known for quality you can taste, today announced it will be partnering with Beyond Meat® as one of the first U.S. quick service restaurant to offer plant-based breakfast, lunch and dinner options. In keeping with the brand's innovative heritage of offering new twists on classic favorites, Hardee's will be testing a new Beyond Breakfast Sausage™ Biscuit and an Original Beyond Thickburger® for a limited-time in two regional markets – Raleigh, NC and Kansas City, MO, beginning October 16, 2019.

To celebrate the launch, Hardee's will offer customers a free Beyond Breakfast Sausage Biscuit, during breakfast hours, or Original Beyond Thickburger, during lunch and dinner hours, with the purchase of a large drink on Monday, October 28, 2019 at participating Hardee's locations in Raleigh, NC and Kansas City, MO, while supplies last.

CKE, the parent company of Hardee's and Carl's Jr., was an early entrant into the plant-based space. In December 2018, Carl's Jr. became one of Beyond Meat's largest U.S. plant-based, quick service partners with the launch of the Beyond Famous Star. With more than 4.5 million Beyond Famous Stars sold to-date, Hardee's has taken key insights from the Carl's Jr. launch and applied them to the test at Hardee's restaurants, including testing breakfast, lunch and dinner.

“Core to our brand DNA, at Hardee's we're always looking to offer new and innovative menu items that bring our customers the hand-crafted quality they know and love. The new test of Beyond Meat products for the Hardee's menu is bringing today's consumers the innovation they crave, morning, noon and night,” said Jenna Folk, Sr. Director of Brand Marketing, Hardee's. “We're kicking off the plant-based test in two markets with a strong college presence – we know college campuses and Gen Z specifically are helping to drive bold new conversations and lead culinary trends of the future, like the flexitarian diet. Knowing Beyond Meat is the market leader in the category, and with the tremendous success we've had at Carl's Jr., we're thrilled to expand the partnership in select Hardee's restaurants.”

Hardee's is prioritizing the quality flavors that the brand is known for by pairing innovative Beyond Meat offerings with the restaurants number-one selling, Made From Scratch Biscuits for breakfast and the signature Charbroil cooking-style for its burgers. The Original Beyond Thickburger® includes a Beyond Burger™ patty, Charbroiled in Hardee's signature style, and topped with lettuce, tomato, red onion, dill pickles, ketchup, mustard and mayo on a toasted premium bun. The Beyond Breakfast Sausage Biscuit includes a delicious Beyond Breakfast Sausage™ patty on Hardee's Made From Scratch Biscuits, and both can be customized when ordering.

“Hardee's has a strong heritage across the Southeast and their desire to offer the Beyond Burger and Beyond Breakfast Sausage reflects an important shift in the demand for plant-based meat,” said Ethan Brown, CEO and Founder, Beyond Meat. “We're excited to make plant-based options accessible in more and more communities as we move toward a better-for-you, more sustainable future.”

Both the Original Beyond Thickburger®, starting at \$5.99, and the Beyond Breakfast Sausage™ Biscuit, starting at \$2.99, will be available in participating Hardee’s restaurants in Raleigh, NC and Kansas City, MO beginning October 16, 2019. Price and participation may vary.

Follow Hardee’s on social media for the latest product news, offers and programs.

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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 or its brand sites at www.carlsjr.com and 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 and follow @BeyondMeat, #BeyondBurger and #GoBeyond on Facebook, Instagram and Twitter.

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