

## **THE BEYOND BURGER® BREAKS THROUGH TO THE MEAT SECTION AT KROGER, THE LARGEST U.S. GROCERY CHAIN**

*Now Available in More Than 1,300 Grocery Stores Nationwide, Distribution of the Revolutionary Beyond Burger More Than Triples in Eight Weeks' Time as Mainstream Demand Continues to Swell*

**El SEGUNDO, Calif. (July 27, 2017)** – Beyond Meat®, a leader in plant-based protein, announces today that The Beyond Burger® will be available within the meat case at more than 600 Kroger-owned stores, one of the largest grocery retailers in the world. Tapping into a growing consumer trend that has attracted the attention and support of meat industry titans like Tyson Foods, who own a 5% stake in Beyond Meat, the expansion into Kroger marks a more than tripled distribution growth of The Beyond Burger within two months' time and reflects an increased demand for plant-based protein among mainstream consumers.

“At Beyond Meat, our focus is on building meat directly from plants--juicy, delicious, satiating meat that also delivers the upside of plant-based protein,” said Beyond Meat’s CEO Ethan Brown. “We are grateful to see Kroger place the Beyond Burger in the meat aisle, where consumers are accustomed to shopping for burgers and believe this is an important step in broadening the way people think about, and define, meat.”

Starting today, The Beyond Burger will begin to roll out in 605 select Kroger-owned stores across 13 states within four of Kroger’s key banners: Fred Meyer, King Soopers, Kroger and Ralph’s:

- Fred Meyer (AK, ID, OR and WA)
- King Soopers (CO, UT and WY)
- Kroger (AL, GA, MI, OH and SC)
- Ralph's (CA)

The multi-state roll out will begin with Ralph’s, King Soopers and Kroger stores, with Fred Meyer locations coming online in early August. The full roll-out is expected to take a few weeks’ time so consumers are encouraged to call ahead to their local store to ensure The Beyond Burger is in stock. For a full list of participating Kroger stores that will carry The Beyond Burger, visit the Beyond Meat [blog](#).

Answering consumer’s growing health and environmental concerns, the break-through Beyond Burger looks, cooks and satisfies like a traditional hamburger, but with all the upsides of plant-based protein, including nearly half the saturated fat and being naturally cholesterol free. Boasting 20g of protein, the Beyond Burger contains no GMOs, soy or gluten.

Most recently, the Beyond Burger was added to the menus at BurgerFi and Epic Burger, two of the nation’s leading gourmet burger concepts, as well as to the meat aisle at 23 Heinen’s Fine Foods locations, a family-owned grocery chain with stores throughout Ohio and Illinois. Coupled with added expansion into Whole Food’s South Region, as well as distribution at Safeway stores throughout Northern California, Northern Nevada and Hawaii, The Beyond Burger is on a sizzling streak to bring plant-based protein to the masses.

### **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, 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](http://www.BeyondMeat.com) and follow @BeyondMeat, #BeyondBurger and #FutureOfProtein on [Facebook](#), [Instagram](#) and [Twitter](#).