

Martha Stewart partners with Subway® Canada and Beyond Meat® to launch NEW plant-based Beyond Meatball™ Subs

The lifestyle expert partners with Subway® to launch NEW Beyond Meatball™ subs with satirical video sharing her tips for growing your own Beyond Meatball™

Toronto, Jan 6, 2020 –Guests from coast-to-coast can now savour NEW Beyond Meatball™ subs exclusively from Subway® Canada. The plant-based Beyond Meatball™ offers as much mouth-watering flavour as the traditional meatball from Subway and is packed with protein – 22 grams per six-inch sub.

The plant-based Beyond Meatball™ is complemented by Subway® Canada’s iconic and irresistible marinara sauce, sprinkled with grated parmesan, topped with shredded mozzarella and Monterey Jack cheese, and perfectly toasted to form the Beyond Meatball™ Marinara Sub.

For a launch this unbelievably tasty, the restaurant chain has released an equally unbelievable video starring Lifestyle Expert Martha Stewart. Martha shares her Beyond Meatball™ plant care tips set in a world where plant-based meatballs truly do grow on trees.

From potting to harvesting, Martha knows that raising a Beyond Meatball™ plant takes a lot of tender loving care. Follow along as she shares her simple eight-week “seed-to-sandwich” guide for budding Beyond Meatball™ gardeners.

We all know meatballs don’t really grow on trees, however, delicious plant-based Beyond Meatballs™ are a reality that you can try now at participating Subway® Canada restaurants nationwide.

“Martha is the perfect partner to announce the nationwide launch of the Beyond Meatball™ Marinara Sub in Canada,” says Cristina Wells, Subway Canada Senior Marketing Director. “Martha’s green thumb and culinary prowess made her a natural fit to speak to the unbelievable cultivation and care that goes into creating the Beyond Meatball™.”

“Subway® had me at ‘an exciting new plant-based protein choice,’ because that’s perfect for my lifestyle,” says Martha Stewart. “The new Beyond Meatball™ subs really are delicious – and you could say I’m an expert when it comes to good taste.”

“We are proud to expand the Beyond Meatball™ to thousands of Subway® locations across Canada, introducing the delicious taste and benefits of Beyond Meat to a widening consumer base,” says Ethan Brown, Beyond Meat CEO and Founder. “Canada is a progressive market and we’ve seen strong engagement from consumers there. Through our partnership with Subway®, we look forward to offering delicious, options that will excite new and existing fans.”

Subway® Canada partnered with Beyond Meat to bring new plant-based protein offerings to its menu as part of a continued culinary innovation journey. The NEW Beyond Meatball™ subs offer Subway® guests even more options to create the custom meal they’re craving. Guests can enjoy the new plant-based

meatball in the Beyond Meatball™ Marinara Sub or create their own delicious creation with a choice of bread, veggies and sauces.

The NEW Beyond Meatball™ Marinara Sub is available now at participating locations.

Several agencies are supporting the NEW Beyond Meatball™ launch. Public relations and social media support is being handled by Veritas Communications. The Martha Stewart TV spot was produced by M&P and additional TV and digital advertising creative was produced by DentsuBos. All media buying was coordinated by Carat

For more information, visit Subway.com.

About Subway® restaurants

Subway® offers a fresh alternative to traditional fast food, serving 7 million made-to-order sandwiches a day. Guests in Canada can choose from 1.4 billion combinations of quality proteins, fresh vegetables, and bread baked daily. In Canada, franchise owners of the over 3,200 Subway® locations are proud to be part of the communities in which they live and operate their businesses; providing more than 30,000 jobs to the local communities across the country.

The Subway® experience is also delivered online at www.Subway.com and through the Subway® App, available in select markets at the Apple App Store and Google Play.

The company, founded in 1965 by then 17-year-old Fred DeLuca and family-friend Dr. Peter Buck, is still a family-owned business with 21,000 dedicated franchisees in neighborhoods around the world.

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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 proteins. Founded in 2009, Beyond Meat has a mission of using simple, plant-based ingredients applied in fresh ways to replicate the taste, texture and other sensory attributes of popular animal-based meat products while offering the nutritional and environmental benefits of plant-based proteins. Beyond Meat's brand commitment, "Eat What You Love," represents a strong belief that by eating its portfolio of plant-based proteins, 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 sold at more than 58,000 retail and foodservice outlets in more than 50 countries worldwide. Visit www.BeyondMeat.com and follow @BeyondMeat, #BeyondBurger and #GoBeyond on Facebook, Instagram and Twitter.

**Available at participating restaurants*