

TGI Fridays Looks to Beef Up Menu Options with the Plant-Based Beyond Burger®

The Iconic American Bar & Kitchen Taps Plant-Based Thought Leader to Help Reach Health-Conscious Consumers



El Segundo, CALIF. (September 19, 2017)— Beyond Meat®, a leader in plant-based protein, announces today the soft launch of the groundbreaking Beyond Burger at participating TGI FridaysSM restaurants in the greater Boston area.

With more than 470 restaurants nationwide, TGI Fridays is the largest restaurant brand to partner with Beyond Meat. The Beyond Burger® will be featured on the menu as an eight-week test item and will feature a 6-oz. patty – 2 oz. more than the brand’s standard patty – to appeal to heartier appetites.

TGI Fridays will also offer The Beyond Burger patty as a substitution option for any of their existing Burger Bar concepts to deliver a variety of better-for-you-options for both traditionalists and more adventurous eaters. TGI Fridays has seen a 15% increase in burger sales since first introducing the Burger Bar – a revamped lineup of burgers.

“TGI Fridays is a staple in the American dining landscape, and we are thrilled they are bringing The Beyond Burger to their customers. From the onset, The Beyond Burger has been about delivering delicious, satiating, center-of-the-plate protein for the entire family to enjoy. I’m elated to see this vision come to fruition with TGI Fridays,” said Ethan Brown, CEO and Founder of Beyond Meat.

“Fridays is constantly innovating to appeal to an array of tastes and lifestyles, which includes offering more options for vegetarians and meat-lovers alike,” said Stephanie Perdue, TGI Fridays chief marketing officer. “We tested many concepts and The Beyond Burger was far and away the favorite plant-based burger among both our guests and chefs, making it the ideal addition to our popular Burger Bar.”

Now through October, TGI Fridays guests in Dartmouth, Mansfield, Attleboro, Providence, Seekonk and Taunton will be the first to try The Beyond Burger, with a national rollout date expected in early 2018.

This summer, the breakthrough Beyond Burger® increased its distribution by sevenfold, expanding to 3,500+ stores and restaurants, including landing the revolutionary product in the meat case at the

country's two biggest grocery chains, Kroger and Albertsons Companies. For the latest list of stores stocking The Beyond Burger, visit the Beyond Meat [blog](#).

The Beyond Burger is the first-ever plant-based burger to satisfy like a traditional beef burger, but with 20g of protein and no GMOs, soy or gluten.

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 and follow @BeyondMeat, #BeyondBurger and #FutureOfProtein on [Facebook](#), [Instagram](#) and [Twitter](#)

About TGI Fridays

In 1965, Fridays™ opened its first location in New York City. Fridays revolutionized the dining industry and is credited with creating the Potato Skin and popularizing the Long Island Ice Tea, among other culinary creations and cocktails. Today, there are over 900 restaurants in 60 countries which offer high quality, authentic American food and legendary drinks, served with genuine personal service. Bringing people together to socialize and celebrate the freeing and liberating spirit of "Friday" is the concept's founding premise, from which the brand promise "In Here, It's Always Friday®" was born. Find more information and participating Fridays locations by downloading the [app](#) or visiting Fridays.com.