



## **Tim Hortons® to add 100% Plant-Based Beyond Meat® Breakfast Sandwiches to the Breakfast Anytime Menu**

*Tims has started to test three new Beyond Meat breakfast sandwiches that will – if market tests confirm their potential – roll out at restaurants across Canada by the end of the summer*

**TORONTO, May 15, 2019** – As Canadians’ tastes and culinary preferences evolve, Tim Hortons is looking to provide new options for guests with a new Beyond Meat breakfast sandwich test. Starting today, select stores will be testing three delicious new breakfast options made with the 100% plant-based **Beyond Meat Breakfast Sausage** patty.

Tasting and satisfying just like meat, the **Beyond Breakfast Sausage™** allows all Tims guests, including vegans and meat lovers alike, to enjoy the taste and satisfaction of a breakfast classic they know and love, without sacrifice.

“Canadians are looking to incorporate plant-based options into their diets and we’re thrilled to partner with Beyond Meat® to test three Beyond Meat Breakfast Sandwiches – including an entirely vegan offering if the market test confirms the potential we see for the platform,” says Alex Macedo, President of Tim Hortons. “With roughly 4,000 locations in Canada, we’re looking forward to being able to offer Canadians from coast-to-coast a truly accessible meat alternative that they can feel good about.”

Guests will be able to enjoy a **Beyond Meat® Breakfast Sandwich**, a **Beyond Meat® Farmers Breakfast Wrap** and a **Beyond Meat® Vegan Sandwich**, all featuring the Beyond Breakfast Sausage patty.

“We’re excited to team up with Tim Hortons to bring the health and environmental benefits of our plant-based Beyond Breakfast Sausage patty to more consumers,” says Ethan Brown, founder and CEO of Beyond Meat. “A national launch would allow us to further our mission of making delicious plant-based products more readily accessible to Canadians nationwide.”

Tim Hortons is continuing to innovate with better-for-you options. New to the Tims Breakfast Anytime menu this week are high protein Omelette Bites. Available in two delicious flavours, guests can mix and match when ordering and each order includes two Omelette Bites.

- **Bacon & Cheese** – Velvety eggs baked with diced bacon and creamy cheddar cheese. \$3.49\*
- **Spinach & Egg White** – Perfectly cooked egg whites baked with delicious cheddar cheese, spinach and onion. \$3.49\*

Tim Hortons new Beyond Meat Breakfast Sandwiches are now available at select test market restaurant locations, with a national rollout by the end of the summer if market tests confirm the potential for the platform. Tim Hortons Omelette Bites are available at restaurants across the country starting today.

\*Prices vary by region, plus applicable taxes.

### **About TIM HORTONS®**

Tim Hortons® is one of North America's largest restaurant chains operating in the quick service segment. Founded as a single location in Canada in 1964, Tim Hortons appeals to a broad range of guest tastes, with a menu that includes premium coffee, hot and cold specialty drinks (including lattes, cappuccinos and espresso shots), specialty teas and fruit smoothies, fresh baked goods, grilled Panini and classic



sandwiches, wraps, soups, prepared foods and other food products. Tim Hortons has more than 4,800 system wide restaurants located in Canada, the United States and around the world. More information about the company is available at [www.timhortons.com](http://www.timhortons.com).

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