BEYOND MEAT® | COMPANY FACT SHEET

MEET BEYOND MEAT

At Beyond Meat, we believe that there is a better way to feed our future and that the positive choices we all make, no matter how small, can have a great impact on our personal health and the health of our planet. By shifting from animal to plant-based meat, we can positively impact four growing global issues: human health, climate change, constraints on natural resources, and animal welfare.

Our mission is to create The Future of Protein® - delicious plant-based meats that enable you to Eat What You Love™, no sacrifice required.

HOW IT ALL BEGAN

Beyond Meat was created in 2009 with a goal of disrupting the world's largest food category and redefining meat. After spending his summers on a family farm as a kid, founder and CEO Ethan Brown began to think about animals differently. He aspired to create something that would truly transform the way people view the protein at the center of the plate. Our vision is to be a global protein company that can serve consumers' growing demand for delicious, nutritious and sustainable protein.

THE PROS IN OUR PROTEIN

All of Beyond Meat's products are designed to deliver the same juicy, meaty taste and texture as animal-based meat, while meeting or exceeding the nutritional profile of its animal protein equivalent.

All products are made from simple, plant-based ingredients, like peas and brown rice, without GMOs, bioengineered ingredients, soy, gluten, cholesterol, antibiotics or hormones.

Plant-based meat is also far more sustainable to produce than animal-based meat. A 2018 peer-reviewed Life Cycle Assessment conducted by the University of Michigan found that compared to a ¼ lb. US beef burger, producing a Beyond Burger uses:

- 99% LESS WATER
- 93% LESS LAND
- 90% FEWER GHGE
- 46% LESS ENERGY

THE GAME CHANGERS



Beyond Burger®

The first plant-based burger sold in the meat case. A burger with a taste so rich and texture so meaty, you won't believe it's made from plants.



Cookout Classic™

Multiple juicy patties that are conveniently sold frozen in a value-pack designed to feed the whole family.



Beyond Beef®

1 lb of plant-based ground beef with the versatility to use in a wide variety of dishes and cuisines.



Beyond Meatballs™

Perfectly seasoned, conveniently pre-rolled and ready to cook.



Beyond Breakfast Sausage®

Creavable, protein-packed breakfast sausage for a better, satisfying breakfast. Available fresh and frozen.



Beyond Sausage®

Packed with delicious flavors and delivers a satisfying sizzle. Comes in 3 delicious varieties.



Beyond Beef® Crumbles

Freezer staple that's a fast and convenient swap in any ground beef recipe with all the protein and half the fat.

WHERE TO FIND US

Beyond Meat products are available at approximately 122,000 retail and foodservice outlets in over 80 countries worldwide.