



BEYOND MEAT AND JINDINGXUAN TEAM UP TO PUT PLANT-BASED MEAT ON THE MENU

Catering to growing demand for plant-based meats, major restaurant chain Jindingxuan will premiere Beyond Meat's plant-based meats in a range of eight classic Chinese dishes at 18 locations in Beijing

January 19, 2021, Beijing, China - Beyond Meat, Inc. (NASDAQ: BYND), a pioneer in plant-based meat, announced today its partnership with Jindingxuan, a popular 24-hour Chinese food restaurant chain in Beijing, to bring a delicious variety of plant-based beef dishes to the tables of China's capital. The launch caters to the increased demand for plant-based meats in China, and advances Beyond Meat's mission of increasing accessibility to plant-based meat worldwide.



Beyond Meat and Jindingxuan are unveiling eight new dishes featuring Beyond Meat products that are specially designed with the palates of Chinese diners in mind to deliver the sumptuous taste of classic Chinese delicacies. While the plant-based Beyond Beef™ featured in the dishes is designed to look, cook and taste like animal-based meat, it is in fact made using simple, plant-based ingredients. By using high-quality protein from plant sources such as peas and rice, Beyond Meat captures the culinary versatility and juicy, meaty texture of animal protein while providing the nutritional and environmental benefits of plant-based meat.

The new menu items include:



- Red Quinoa Salad
- Salted Egg Yolk Steamed Plant-Based Meat Cakes
- Nutty Spicy Plant-Based Beef
- Fried Lotus Root Bites
- Cheese Plant-Based Meatballs
- West Lake Plant-Based Beef Soup
- Yibin Burning Noodles
- Plant-Based Meaty Sesame Buns

Jindingxuan is one of the first dedicated Chinese cuisine restaurants in Beijing to join forces with Beyond Meat. Since 1993, it has been combining the cooking skills of Northern and Southern China at its multiple outlets and has implemented a mission of promoting sustainable development while respecting nature and life. Through this partnership, Jindingxuan and Beyond Meat are able to advance their common goals of protecting the environment and providing Chinese diners with a richer selection of delicious plant-based proteins.

“We are very pleased to be showcasing Beyond Meat in several unique, distinctly flavorful dishes on the menu at Jindingxuan,” says Ms. Candy Chan, General Manager, Beyond Meat China, “Using Beyond Beef in eight different items inspired from local cuisines across China underscores the product’s ability to deliver on the delicious taste, texture and culinary versatility of minced beef while delivering the added benefits of plant-based meat.”

“We are committed to providing our diners with authentic cuisine from both Northern and Southern China that is better for their health and the health of the environment,” says Jindingxuan, “Beyond Meat is a great new partner to achieve these goals and the introduction of these dishes will provide our customers with tasty and satisfying new choices across several restaurant locations.”

All eight of the new plant-based meat dishes are available now in 18 Jindingxuan restaurants in Beijing. This latest launch for Beyond Meat in China follows other announcements with popular brands including Starbucks, KFC, METRO and more. For the latest Beyond Meat news, visit beyondmeatchina.com.cn.

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About Beyond Meat

Beyond Meat, Inc. (NASDAQ: BYND) is a global protein company, offering a portfolio of revolutionary plant-based meats. Founded in 2009, Beyond Meat products are made from simple, plant-based ingredients and designed to have the same taste and texture as animal-based meat, while being better for people and the planet. Beyond Meat’s brand commitment, Eat What You



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Love™, represents a strong belief 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-based meat to plant-based meat, we can positively impact four growing global issues: human health, climate change, constraints on natural resources and animal welfare. As of September 26, 2020, Beyond Meat had products available at approximately 122,000 retail and foodservice outlets in over 80 countries worldwide. Visit beyondmeatchina.com.cn, follow @别样肉客 BeyondMeat on Sina Weibo, and scan the QR code below to follow us on WeChat.



About Jindingxuan

Founded in 1993, Jindingxuan is one of the most well-known and influential catering brands in Beijing, and it was also the first restaurant in Beijing to roll out a "24-hour business" concept. The full name of the company is "Beijing Jindingxuan Restaurant Co., Ltd.", with North-South cuisine, North-South dim sum and canteen-style restaurant management models. Jindingxuan focuses on the four traditional cuisines of Sichuan, Shandong, Guangdong and Jiangsu, and strives to constantly develop new dishes. While inheriting and developing the essence of traditional Chinese cooking skills, it also takes into account modern trends, serving as a prime example of the fusion of traditional flavors and new tastes in the Chinese capital.

Forward Looking Statements

Certain statements in this release constitute "forward-looking statements." These statements are based on Beyond Meat management's current opinions, expectations, beliefs, plans, objectives, assumptions or projections regarding future events or future results. These forward-looking statements are only predictions, not historical fact, and involve certain risks and uncertainties, as well as assumptions. Actual results, levels of activity, performance, achievements and events could differ materially from those stated, anticipated or implied by such forward-looking statements. While Beyond Meat believes that its assumptions are reasonable, it is very difficult to predict the impact of known factors, and, of course, it is impossible to anticipate all factors that could affect actual results. There are many risks and uncertainties that could cause actual results to differ materially from forward-looking statements made herein including, most prominently, the risks discussed under the heading "Risk Factors" in Beyond Meat's Annual Report on Form 10-K for the year ended December 31, 2019 filed with the U.S. Securities and Exchange Commission



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(“SEC”) on March 19, 2020, and Beyond Meat’s Quarterly Report on Form 10-Q for the quarter ended September 26, 2020 filed with the SEC on November 9, 2020, as well as other factors described from time to time in Beyond Meat’s filings with the SEC. Such forward-looking statements are made only as of the date of this release. Beyond Meat undertakes no obligation to publicly update or revise any forward-looking statement because of new information, future events or otherwise, except as otherwise required by law. If Beyond Meat does update one or more forward-looking statements, no inference should be made that Beyond Meat will make additional updates with respect to those or other forward-looking statements.