



## BEYOND MEAT®

### BEYOND MEAT, INC. AND KFC CHINA EXPAND AVAILABILITY OF THE BEYOND BURGER® AT KFC LOCATIONS THROUGHOUT MAINLAND CHINA

*Following the successful trial in June, KFC is introducing the plant-based Beyond Burger at 210 stores*

BEIJING, October 12, 2020 -- Beyond Meat, Inc. (NASDAQ: BYND), a leader in plant-based meat, today announced it is furthering its partnership with KFC China to introduce the Beyond Burger® as a limited time offering at 210 KFC locations for about three weeks. Building on the success of the [June test](#) that marked the debut of the Beyond Burger in mainland China, KFC is expanding the on-menu availability of the Beyond Burger at select locations in Beijing, Shanghai, Guangzhou, Shenzhen, Hangzhou and Wuhan.

Providing Chinese consumers an exciting and delicious plant-based twist on the traditional beef burger patty, the plant-based Beyond Burger is designed to look, cook and satisfy like minced beef, but is made using simple, plant-based ingredients. By extracting high-quality protein from plant sources such as peas and rice, Beyond Meat is able to create the meaty texture of animal protein, while providing the nutritional and environmental benefits of plant-based meat.

“During the initial Beyond Burger test at KFC, we captured valuable consumer feedback around our guests’ appetite for plant-based meat,” said Colin Tan, SEC, KFC China. “We’re thrilled to bring the delicious Beyond Burger to more consumers. At KFC we are committed to offering tasty and innovative products that will excite our guests.”

“After the successful initial test, we’re excited to expand our partnership with KFC China as we seek to increase accessibility to plant-based meat globally,” said Candy Chan, General Manager, China, Beyond Meat. “Our mission is to create delicious, nutritious and sustainable plant-based meat to serve consumers’ growing demand for more diverse protein options that are better for their health and the health of the planet.”

When looking to launch a plant-based burger, KFC selected Beyond Meat for the company’s commitment to producing high quality, delicious plant-based meat. The Beyond Burger has a rich source of protein with 17g per 100g serving, and 26% less saturated fat, less total fat and no trans fat compared to standard 80/20 minced beef. The Beyond Burger is also far more efficient and sustainable to produce than traditional minced beef. A 2018 Life Cycle Analysis conducted by the University of Michigan found that producing the US Beyond Burger patty uses 99% less water, 93% less land, 46% less energy and emits 90% fewer greenhouse gas emissions than producing a ¼ lb. US beef burger patty.

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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 meats made from simple ingredients without GMOs, bioengineered ingredients, hormones, antibiotics or cholesterol. Founded in 2009,



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Beyond Meat products are 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 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 June 27, 2020, Beyond Meat had products available at approximately 112,000 retail and foodservice outlets in 85 countries worldwide, including approximately 26,000 retail outlets in the U.S. Visit [www.BeyondMeat.com](http://www.BeyondMeat.com) and follow @BeyondMeat, #BeyondBurger and #GoBeyond on Facebook, Instagram and Twitter.

### **Forward-Looking Statements**

Certain statements in this release constitute "forward-looking statements." These statements are based on 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 the Company's Annual Report on Form 10-K for the year ended December 31, 2019 filed with the U.S. Securities and Exchange Commission ("SEC") on March 19, 2020, and the Company's Quarterly Report on Form 10-Q for the quarter ended June 27, 2020 filed with the SEC on August 11, 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 we do update one or more forward-looking statements, no inference should be made that we will make additional updates with respect to those or other forward-looking statements.