



BEYOND MEAT COLLABORATES WITH KFC CHINA TO LAUNCH THE DELICIOUS PLANT-BASED BEEF WRAP

The fan-favorite five-sided beef wrap, consistently one of KFC China's in-demand limited menu items, has been given a plant-based overhaul courtesy of Beyond Meat

May 26, 2021, Shanghai, China - Beyond Meat (NASDAQ: BYND), a leader in plant-based meat, has announced that it is continuing its ongoing partnership with leading Western-style fast food restaurant brand KFC China, this time collaborating on a new plant-based meat version of the famous beef wrap, now called the "Plant-Based Spicy Beef Wrap." The limited wrap is available now in over 2,600 stores in 28 cities throughout China.

This latest product launch follows the first collaboration between Beyond Meat and KFC China which saw the much-publicized release of the Beyond Burger® in select KFC locations around the country last year. Beyond Meat is proud to partner with KFC China to help support the brand's commitment to offering its customers more diverse and sustainable protein options. KFC China's initiatives match up seamlessly with Beyond Meat's principles for offering plant-based meat that can benefit both people and the planet. The beef wrap has long been one of KFC China's in-demand limited menu items. However, this year marks the first time that the beloved juicy wrap is available with a great-tasting plant-based meat filling -- the Plant-Based Spicy Beef Wrap marks a delicious new chapter in this bold partnership.



The five-sided wrap featuring Beyond Meat offers consumers a delicious flavor and satisfying texture similar to beef but using plant-based meat. Maintaining its iconic pentagonal shape, the Plant-Based Spicy Beef Wrap combines Beyond Meat with lettuce, tomato salad and mayonnaise, all wrapped in a crispy tortilla and soft wheat tortilla combo exterior, creating an all-new plant-based experience for consumers.



BEYOND MEAT™



The wrap boasts a range of tantalizing plus points, including zero cholesterol and 12.8 grams of plant-based protein while still delivering the succulent mouthfeel and delicious flavor similar to that of beef that fans of the wrap have come to expect. These nutritious highlights combined with the delicious taste and the environmental benefits of plant-based meat make for a winning recipe.



“We are honored to be KFC China’s chosen partner to introduce the first plant-based meat version of the Spicy Beef Wrap, one of their most iconic and popular menu offerings to consumers,” says Ivy Xu, Brand & PR Director, Beyond Meat China. “As people continue to seek ways to incorporate plant-based protein into the meals they love, we are confident that KFC guests will enjoy the delicious taste of the Plant-Based Spicy Beef Wrap just as much as the original and will be excited by the added nutritional and environmental benefits of Beyond Meat.”

The Plant-Based Spicy Beef Wrap is available in participating KFC stores around China while supplies last.

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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, 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 March 2021, Beyond Meat had products available at approximately 118,000 retail and foodservice outlets in over 80 countries worldwide. Visit www.BeyondMeat.com and follow @BeyondMeat, #BeyondBurger and #GoBeyond on Facebook, Instagram and Twitter and @BeyondMeatOfficial on TikTok.

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 the Company's Annual Report on Form 10-K for the year ended December 31, 2020 filed with the U.S. Securities and Exchange Commission ("SEC") on March 1, 2021, and the Company's Quarterly Report on Form 10-Q for the quarter ended April 3, 2021 filed with the SEC on May 13, 2021, 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.