



## Beyond Meat® and Pizza Hut Launch The Beyond Pizza® in Belgium



**Brussels, 12 October 2020** - Beyond Meat, Inc., a leader in plant-based meat, and Pizza Hut, Belgium's favorite pizza baker, are launching The Beyond Pizza® tomorrow. This 100% plant-based pizza, specifically aimed at meat lovers, is now available at Pizza Hut restaurants in Belgium and will be offered on the menu as a limited time option until December 7.

### GROWING DEMAND FOR PLANT-BASED PRODUCTS AMONG BELGIAN CONSUMERS

With the launch of The Beyond Pizza, Pizza Hut wants to respond to two important requests from Belgian customers. They want to surprise meat lovers with a delicious plant-based option, for which they can count on the expertise of Beyond Meat. In addition, the two partners want to contribute to a lower environmental impact by offering a plant-based topping<sup>1</sup>.

"At Pizza Hut we see that our customers are increasingly looking for plant-based options to their favorite dishes," explains Stef Meulemans, CEO of Top Brands, and Pizza Hut in Belgium. "We are delighted to meet this demand through our collaboration with Beyond Meat, a leading producer of plant-based meat."

"In line with our Eat What You Love™ brand promise, we want consumers to enjoy their favorite dishes with the benefits of plant-based meat, and are excited to introduce customers at Pizza Hut to the delicious taste and texture of a plant-based topping made with the Beyond Burger®," said Bram Meijer, EMEA Regional Marketing Director of Beyond Meat. "Our goal is to make plant-based meat more accessible and we are proud to be able to advance this goal in Belgium through our cooperation with Pizza Hut."

### A PLANT-BASED PIZZA MADE WITH THE BEYOND BURGER

The Beyond Burger topping is designed to deliver the delicious taste and juicy texture of animal-based meat but is made from plant-based ingredients without soy, gluten, GMOs, and cholesterol. The partnership between

---

<sup>1</sup> The plant-based topping consists of the crumbled Beyond Burger. In 2018, the University of Michigan conducted a life cycle assessment concluding that "[b]ased on a comparative assessment of the current Beyond Burger production system with the 2017 beef LCA by Thoma et al, the Beyond Burger generates 90% less greenhouse gas emissions, requires 46% less energy, has >99% less impact on water scarcity and 93% less impact on land use than a ¼ pound of U.S. beef." The study is [available here](#).



Beyond Meat and Pizza Hut means that meat lovers can now enjoy the iconic Pizza Hut experience with a plant-based twist, no sacrifice required.

The Beyond Pizza contains the following ingredients: pizza dough, tomato sauce, vegan cheese from Violife, Beyond Burger crumbles, mushrooms, red onion, pepper and parsley. The pizza can be ordered in any size: normal, medium and large, and can be prepared with different types of dough such as Pan or Classic.

###

#### **Note for the editors**

Are you interested in trying The Beyond Pizza yourself? Please contact us directly and we'll see what the possibilities are.

Images from The Beyond Pizza can be found [here](#).

#### **Media contact**

Edelman

Susan Kouwenhoven

[susan.kouwenhoven@edelman.com](mailto:susan.kouwenhoven@edelman.com)

+32 2 8977045

#### **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. Founded in 2009, Beyond Meat products are designed to have the same taste and texture as animal-based meat while offering certain environmental benefits. 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 help us move towards the kind of future we want. By shifting from animal-based meat to plant-based meat, we can help address concerns related to resource conservation and animal welfare. As of June 27, 2020, Beyond Meat had products available at approximately 112,000 retail and foodservice outlets in 85 countries. Visit [www.BeyondMeat.com](http://www.BeyondMeat.com) and follow @BeyondMeat, #BeyondBurger and #GoBeyond on Facebook, Instagram, and Twitter.

#### **About Pizza Hut**

Pizza Hut is the largest pizza restaurant chain in the world with more than 13,000 restaurants and delivery & pick-up points in 88 countries. Some 2 million pizzas are made every year. Pizza Hut already has 108 branches and about 1700 employees in Belgium and is still growing steadily. The Belgian group Top Brands, which has the franchise contract for Pizza Hut Belgium, also operates 21 PAUL Bakeries and 8 WASBAR branches on the Belgian market and has a participation in Ellis Gourmet Burger.

#### **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.