



BEYOND MEAT®

PIZZA HUT EXPANDS PARTNERSHIP WITH BEYOND MEAT®

- *Pizza Hut Delivery will make the Beyond Meat pizzas a permanent menu item with four new delicious meat-free offerings, expanding the chains' vegetarian offerings*
- *Beyond Meat pizzas were trialled successfully across stores in 2020. During the trial the Three Meat Beyond Meat pizza was the most popular pizza*

Following a successful trial last year, Pizza Hut Delivery is adding Beyond Meat® as a permanent feature on the menu to meet the growing consumer demand for more diverse protein options. The range of three new Beyond Meat toppings, Beyond Italian Style Sausage™, Beyond Beef® Crumbles and Beyond Pork™ Crumbles, are the perfect meat-free option sure to satisfy even the biggest of carnivores; available exclusively at Delivery Huts nationwide now.

Consumer trends and tastes are always changing and with meat-free options trading well throughout lockdowns, Pizza Hut is proud to partner with Beyond Meat to bring increased choice and expanded vegetarian offerings to its menus. Pizza Hut Delivery continues to grow, with recent data showing the double-digit growth the brand saw during lockdowns in 2020 has continued throughout 2021. Beyond Meat pizzas were trialled at select stores in 2020 and resulted in positive feedback with encouraging product performance.

Pizza Hut Delivery has created the new pizzas in partnership with Beyond Meat, a leader in plant-based meat, to deliver the full taste of the Pizza Hut experience. Featuring the same juicy, meat-like texture and savoury satisfaction of Pizza Hut's meat toppings, without any compromise on taste.

The following pizzas and sides are now available for delivery and collection on a permanent basis:

- **Beyond Italian Style Sausage Supreme:** meat-free Beyond Italian Style Sausage, mozzarella cheese, mixed peppers, mushrooms and red onions.
- **Beyond Three-Meat Three Cheese:** meat-free Beyond Italian Style Sausage, Beyond Pork Crumbles, Beyond Beef Crumbles, mushrooms, triple cheese blend and red onions.
- **Beyond Beef Sizzler:** meat-free Beyond Beef Crumbles, mozzarella cheese, red onion, jalapeños and green chillies.
- **Beyond Italian Style Sausage Tear & Share Topper:** mozzarella cheese and garlic folded pizza bread, topped with meat-free Beyond Italian style Sausage, and cut into strips for easy sharing.

This launch is part of a larger, global strategic partnership between Pizza Hut and Beyond Meat and builds upon previous announcements in the [US](#), [Canada](#), [Belgium](#) and [Puerto Rico](#). Pizza Hut partnered with Beyond Meat for their leading expertise in plant-based protein and their ability to attract a younger consumer base, including Gen-Z and millennial consumers.

Amelia Riba, Chief Brand Officer at Pizza Hut said, "Last year we were the first pizza chain to bring Beyond Meat toppings to the UK, and we're delighted to introduce them across the country this year. We are proud to always bring delicious new innovations right to our



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customers, and by partnering with Beyond Meat we are offering more flexitarian and meat-free options without sacrificing any flavour. With this delicious new range on our permanent menu from today, we are responding directly to feedback from customers – the UK loves Beyond Meat pizzas!”

Deanna Jurgens, Chief Growth Officer at Beyond Meat said, “We’re thrilled to partner with Pizza Hut to increase accessibility to plant-based meat options and bring delicious Beyond Meat toppings to consumers across the UK. We know meat-eaters and vegetarians alike are increasingly looking for more plant-based options, and we want to enable them to continue to Eat What They Love™, like delicious pizzas, without compromising on taste, a balanced lifestyle or the environment.”

Visit [PizzaHut.co.uk](https://www.PizzaHut.co.uk) to place your order.

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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. 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 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.

About Pizza Hut Delivery UK

Pizza Hut operates over 700 takeaway and restaurant units in the UK and Ireland, employing over 14,000 people. In the UK, Pizza Hut Delivery combines 400 company run Delivery and Express stores and a strong franchise network, with over 60 franchise partners. Pizza Hut Delivery in the UK is part of Pizza Hut Europe and is run by General Manager, Neil Manhas. Pizza Hut Restaurants is fully franchised.

Pizza Hut is proud to once again be partnering with Deliveroo to ensure NHS workers can have hot food delivered to them at work during these tough times. Pizza Hut (through its network of 700 company and franchisee owned stores) gave away over 250,000 meals during the first lockdown.



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