



# BEYOND MEAT®

## BEYOND MEAT LAUNCHES NEW E-COMMERCE SITE ON JD.COM, MAKING ITS PRODUCTS MORE WIDELY ACCESSIBLE ACROSS CHINA

*Beyond Meat continues its expansion in China with the launch of the brand's e-commerce presence to satisfy growing consumer demand for its delicious and nutritious plant-based products*

*Through this launch, Beyond Pork™, Beyond Meat's signature Chinese product innovation, becomes available in select cities throughout China for the first time*



**Shanghai, China** – July 15, 2021 - To make plant-based meat accessible to more consumers across China, Beyond Meat, Inc. (NASDAQ: BYND) today announced the launch of a [new e-commerce site](#) on JD.com, one of the country's leading technology-driven e-commerce companies. This new online store is Beyond Meat's first e-commerce channel in China, and will offer a variety of its delicious and nutritious plant-based products like Beyond Beef™, the Beyond Burger® and Beyond Pork™ in Beijing, Shanghai, Guangzhou and Shenzhen, with plans to expand to 300 cities in the country.

The opening of the store also marks the first time that consumers can directly purchase Beyond Pork, a savory and sumptuous product that was created exclusively for the Chinese market. Designed to deliver the great taste, juicy texture and culinary versatility of animal-based ground pork, Beyond Pork is made with simple, plant-based ingredients and is a rich source of protein with 18.5g per 100g serving. The product also has approximately 50% less saturated and total fat than conventional 70/30 ground pork.

For home cooks, Beyond Meat products provide an excellent swap for favorite local dishes such as stir-fry, dumplings, mapo tofu, zhajiang noodles and lion's head meatballs, further demonstrating Beyond Meat's versatility in the kitchen and meeting consumer demand for delicious, nutritious and sustainable protein. As a direct-to-consumer site, JD.com unlocks a new way for consumers to shop for Beyond Meat products and continues to expand Beyond Meat's



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retail presence in Mainland China, building off its success with Alibaba's Hema and METRO China stores.

JD.com's extensive cold chain logistics capabilities, which includes 18 cold chain warehouses, help provide quick delivery of Beyond Meat products to consumers in participating cities in China. Beyond Beef, the Beyond Burger and Beyond Pork are produced locally at Beyond Meat's newly-opened production facility in the Jiaxing Economic & Technological Development Zone (JXEDZ) and stored in JD.com's warehouses across China for on-demand ordering and delivery.

Candy Chan, Beyond Meat China General Manager, said of the partnership, "Beyond Meat is excited to launch its store on JD.com to expand our local availability and reach consumers throughout China. With increased capabilities thanks to our new manufacturing facility in the JXEDZ, we are able to offer a growing portfolio of great-tasting, locally-produced plant-based meat products that are nutritious and sustainable."

The new e-commerce site announcement comes just 15 months after Beyond Meat first entered Mainland China through a partnership with Starbucks China. Within its first year in the market, Beyond Meat has launched a high-profile foodservice partnership with Yum! China as well as with well-known names in China's dining scene, including Jindingxuan, GangLi Beijing, Slow Boat Brewery, W Hotel Shanghai and more.

To find a collection of our crowd-pleasing Beyond Beef, Beyond Burger and Beyond Pork recipes and to stay updated on the latest exciting happenings in China, visit the Beyond Meat [Chinese website](#) or follow @别样肉客 Beyond Meat on [Weibo](#) and WeChat.

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### Media Contacts

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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 a nutritious and environmentally friendly option. 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



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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 [beyondmeatchina.com.cn](http://beyondmeatchina.com.cn), follow @别样肉客 BeyondMeat on Sina Weibo, and scan the QR code below to follow us on WeChat.



### **Beyond Meat 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, 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 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.