



BEYOND MEAT®



BEYOND MEAT® INTRODUCES A WHOLE NEW WAY TO SHOP BEYOND WITH LAUNCH OF NEW E-COMMERCE SITE

Beyond Meat, the #1 selling brand in all refrigerated plant-based meat, is available at 26,000 retail locations nationwide and now via new direct-to-consumer platform

EL SEGUNDO, Calif., August 27, 2020 – In an effort to make plant-based meat accessible to more consumers, Beyond Meat, Inc. (NASDAQ: BYND) is launching a [new e-commerce site](#) and a whole new way to shop for Beyond Meat products. Featuring unparalleled access to a vast portfolio of signature plant-based meats, including all-new bulk packs, mixed product bundles, limited-time offers, trial packs and more, the direct-to-consumer site is a new and convenient way to experience Beyond Meat.

Available for order in the contiguous U.S., the online shop brings the plant-based meat consumers know and love directly to their doors, with 2-day¹ shipping included on all orders. The addition of a direct-to-consumer site complements the company's expansive retail presence in 26,000 retail outlets across the US, including Target, Walmart, Kroger, Safeway and Whole Foods, as well as at club stores like Costco, Sam's Club and BJ's Wholesale. Consumers have made their preference for Beyond Meat clear – according to the most recent 4-week SPINS data ending July 12, 2020, Beyond Meat was the #1 selling brand in refrigerated plant-based meat.

Starting today at shop.beyondmeat.com fans can order a variety of items, including:

- **Burgers & Beef Combo Pack** – A carton of 10 Beyond Burger® patties and two 1lb. packages of Beyond Beef® (\$54.99)

¹ All packages will be sent via UPS 2-day shipping; actual delivery times may vary



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- **Brats & Beef Combo Pack** – A carton of 10 Beyond Sausage® Original Brat links and two 1lb. packages of Beyond Beef (\$59.99)
- **Beef Bulk Pack** – Six 1lb. packages of Beyond Beef (\$71.99)
- **Breakfast Sausage Variety Pack** – One 22-count carton of Classic Beyond Breakfast Sausage® and one 22-count carton of Spicy Beyond Breakfast Sausage (\$54.99)
- **Go Beyond® Trial Pack** – One package of Beyond Burgers (two 4oz patties), one package of Beyond Beef (1lb.), one package of Beyond Sausage Original Brat (four links) and one package of Classic Beyond Breakfast Sausage (six patties) (\$49.99)
- **Cookout Classic™ (Limited Edition)** – Two 10-count cartons of Cookout Classic burgers, available while supplies last (\$54.99)

Aligning with Beyond Meat's commitment to sustainability, each order is packaged in an insulated shipping box, which can be recycled, and is shipped via [UPS carbon neutral shipping](#). Through this program, UPS supports wastewater treatment and landfill gas capture projects that offset projected emissions from the shipment.

Beyond Meat products are made with simple, plant-based ingredients with no GMOs or artificially produced ingredients. Recently, the findings from a clinical study using Beyond Meat's plant-based products were published in [the American Journal of Clinical Nutrition](#). In the study conducted at Stanford University, researchers evaluated the impact of replacing animal-based meat with plant-based meat over an 8-week period on cholesterol levels (including LDL), heart disease risk factors including TMAO levels, and body weight, and found improvement in key health metrics when participants replaced animal-based meat with plant-based meat. The results provide yet another data point in a growing field of research about how plant-based meat can help people live healthier lives, and Beyond Meat is committed to supporting further academic and scientific study into the impacts of plant-based meats on health.

Earlier this month Beyond Meat launched [a new brand anthem](#), inviting consumers to join in the company's mission by asking themselves: "*What If We All Go Beyond?*" The movement is built on the idea that collective actions – big and small – can affect extraordinary change on people's health and the health of the planet. The launch of the company's direct-to-consumer site is the latest effort in furthering the company's goal to increase accessibility to plant-based meat and supporting consumers' journeys in finding a better way to feed the future.

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 has a mission of building meat directly from plants, an innovation that enables consumers to experience the taste, texture and other sensory attributes of popular animal-based meat products while enjoying the nutritional and environmental benefits of eating its plant-based meat products. Beyond Meat's brand commitment, Eat What You Love™, represents a strong belief that by eating its portfolio of plant-based meats, consumers can enjoy more, not less, of their favorite meals, and by doing so, help address concerns related to human health, climate change, resource conservation and animal welfare. Beyond Meat's portfolio of plant-based proteins were available at approximately 112,000 retail and foodservice outlets in 85 countries worldwide as of June 27, 2020. Visit www.BeyondMeat.com and follow @BeyondMeat, #BeyondBurger and #GoBeyond on Facebook, Instagram and Twitter.



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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.

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