

## Grilling Season is Heating Up as the Groundbreaking Beyond Burger Expands Distribution by Sevenfold to Feed Rising Consumer Demand

*Expanded distribution with Albertsons Companies brings The Beyond Burger into 800+ more meat cases just in time for the Labor Day grilling holiday*



**El Segundo, CALIF. (August 28, 2017)** - [Beyond Meat®](#), a leader in plant-based protein, announces today brand new distribution channels of the wildly popular Beyond Burger. Since Memorial Day, the Beyond Burger has been on a growth hot streak, increasing distribution by sevenfold and adding key conventional partners like Albertsons Companies and Kroger, the country's two biggest grocery brands.

After a successful pilot in the meat case at Safeway's Northern California division, Albertsons Companies is expanding The Beyond Burger into more than 860 of the Company's Vons, Safeway, Pavilions, Haggen, Carrs and Albertsons stores across Southern California, Denver, Portland, Seattle and Alaska. "It's exciting to continue expanding The Beyond Burger across a national market through our partnership with Albertsons Companies," said Ethan Brown, founder and CEO of Beyond Meat. "They share in our vision to offer delicious, satisfying, plant-based meat directly in the meat case where consumers are looking for protein."

"Today's consumer is looking for alternative proteins to enjoy," said John Beretta, GVP Meat & Seafood, Albertsons Companies. "Adding the Beyond Burgers to our great selection of other ground meats like grass fed & organic beef, bison, lamb and poultry gives our customers one more great option."

Starting today, consumers can visit select Albertsons Companies stores in the below regions to find the Beyond Burger:

- Albertsons, Pavilions & Vons (SoCal)
- Carrs (Alaska)

- Haggen (Western WA)
- Safeway (Alaska, Portland & Seattle)

As a result of this recent expansion win, The Beyond Burger will now be available in more than 2,000 leading grocery stores nationwide.

Just in time for Labor Day BBQ inspiration, Beyond Meat's Future of Protein® athletes serve up a sizzling assortment of their favorite Beyond Burger recipes including, Tia Blanco's [Hawaiian Beyond Burger](#), Eric Bledsoe's [Jalapeño and Cheese Stuffed Beyond Burger](#) and JJ Redick's [Mediterranean Beyond Burger](#) to take your grill-out to the next level. To create these mouth-watering recipes at home, check out the latest list of retailers and partners stocking The Beyond Burger on The Beyond Meat [blog](#).

### **ABOUT BEYOND MEAT**

Based in Los Angeles, California, Beyond Meat is a privately held company with a mission of building meat directly from plants. Investors include Bill Gates, Twitter co-founders Biz Stone and Evan Williams, Kleiner Perkins, former McDonald's CEO Don Thompson, Honest Tea founder Seth Goldman, Humane Society of the United States, and Tyson Foods. To stay up to date on the latest, visit [www.BeyondMeat.com](http://www.BeyondMeat.com) and follow @BeyondMeat, #BeyondBurger and #FutureOfProtein on Facebook, Instagram and Twitter.