



# BEYOND MEAT®

## Media release

### BEYOND MEAT® INTRODUCES THE ICONIC BEYOND BURGER® TO WOOLWORTHS

*As the plant-based market booms in Australia, Beyond Meat announces partnership to put its patties on the shelves of 800 Woolworths stores nationwide*

**Sydney, Australia, 21 June 2021** – Beyond Meat®, a leader in plant-based meat, has today announced that its wildly popular flagship product, the Beyond Burger®, is now available for the first time at Woolworths. As Beyond Meat works to make plant-based options accessible to more consumers, Aussies can now find the delicious, nutritious and sustainable plant-based meat patties in most Woolworths stores across the country.

The launch responds to local consumers' growing demand for plant-based meat products that are better for human health and the health of the planet. According to Food Frontier data<sup>1</sup>, one in three Australians have been consciously limiting their animal meat consumption, with 42% of the population acquiring new food habits.

"We've seen a strong response from consumers since arriving on Australian shores in 2018, so being able to expand our presence at a major retailer such as Woolworths is a huge step towards increasing our accessibility locally," said Ihab Leheta, Vice President International Business Development, Beyond Meat. "Our mission is to provide consumers with absolutely delicious plant-based meats that are better for their health and the health of the planet so that they can continue to enjoy their favourite meals, no sacrifice required."

"Over the past year, we've seen a growing trend of customers who want flexibility and variety in their diet, driving a nearly 40% increase for our plant-based protein category," said Woolworths Plant-Based Category Manager Mauro Pisani. "We're excited to add Beyond Meat within our broader range as the Beyond Burger gives shoppers a great tasting, high-quality plant-based option that delivers on the delicious burger eating experience Aussies crave."

#### ***The Beyond Burger: A Global Sizzling Sensation***

Beyond Meat first introduced the Beyond Burger in 2016, revolutionising the category as the first plant-based burger designed to look, cook and taste like animal meat and sold in the meat case. The product has since become a ubiquitous symbol for the future of food innovation and is now available in over 80 countries worldwide.

The star of any burger build, the Beyond Burger is designed to deliver the same juicy, meaty taste and texture as animal-based burgers while delivering strong nutritional benefits such as:

- 20g of protein per patty from peas, mung beans & brown rice
- No cholesterol, antibiotics or hormones

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<sup>1</sup> Hungry for Plant-Based: Australian Consumer Insights, October 2019 - Food Frontier & Life Health Foods Research conducted by Colmar Brunton



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Made from simple, plant-based ingredients without GMOs, soy or gluten, the Beyond Burger is also certified kosher and halal.

This exciting announcement builds on Beyond Meat's ongoing global expansion and mission to make plant-based options available and accessible to more consumers. In 2021 alone, Beyond Meat has significantly expanded product distribution to thousands of retail locations [across Europe](#), as well as [in the United States](#) through its expanded product offerings in Walmart stores across the country. Beyond Meat also became the first multinational company focused solely on plant-based meat production to open its own production facility [in China](#).

### ***Advancing Human Health***

In a clinical study that was conducted at Stanford University and published in [The American Journal of Clinical Nutrition](#), researchers evaluated animal-based meat with plant-based meat over an 8-week period. The study found improvement in key health metrics when participants replaced animal-based meat with Beyond Meat's plant-based meat.

### ***Meat with a Lighter Environmental Footprint***

In addition to the proven health benefits of plant-based meat, the [University of Michigan's 2018 LCA](#) showed that the original Beyond Burger, compared to producing a ¼ lb. standard U.S. 80/20 beef burger, has 99% less impact on water scarcity, 93% less impact on land use, requires 46% less energy and generates 90% fewer greenhouse gas emissions.

### ***Global Footprint, Local Availability***

"We know that to win, we have to deliver on taste, nutrition and price. If we can do those three things, we see a tremendous opportunity to transition people from animal-based meat to plant-based meat," continued Leheta. Fans across Australia can now pick up the Beyond Burger two-pack at Woolworths stores for the everyday price of \$11 AUD.

This arrival in Woolworths stores is the latest move in Beyond Meat's expansion across the country. Australian consumers can also find the Beyond Burger and Beyond Mince in additional retail and foodservice locations across Australia, including Grill'd, Lord of the Fries, Ribs & Burgers and Soulburger. Check out mouth-watering recipes for the Beyond Burger and Beyond Mince [here](#).

**## Ends ##**

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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 made from simple ingredients without GMOs, bioengineered ingredients, hormones, antibiotics, or cholesterol. Founded in 2009, Beyond Meat products are designed to have the same taste and texture as animal-based meat while being better for people and the planet. 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 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 [www.BeyondMeat.com](http://www.BeyondMeat.com) and follow @BeyondMeat, #BeyondBurger and #GoBeyond on Facebook, Instagram and Twitter and @BeyondMeatOfficial on TikTok.

## **About Woolworths**

Woolworths Group is Australia's largest retailer with more than 3,000 stores across Australia and New Zealand. Woolworths Group includes some of Australia's most recognised and trusted brands including Woolworths, Dan Murphy's, BWS and Big W.

At Woolworths Supermarket, we bring a little bit of good to everyone, every day. Our goal is to help every person in Australia access affordable, healthy food. But building a brand isn't just about telling people who we are. It's about showing them what we do. We deliver: Good Food. Good Prices. Good Acts.

## **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



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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.