



**BEYOND MEAT™**

**BEYOND MEATBALLS™ AVAILABLE FOR THE FIRST TIME IN THE NETHERLANDS AND SWITZERLAND**

*The fan-favorite plant-based meatballs become the fourth Beyond Meat® product offering in Europe and are now available across major retailers in The Netherlands and Switzerland*

**EL SEGUNDO, Calif., July 13, 2021** – Beyond Meat®, a leader in plant-based meat, today announced the launch of Beyond Meatballs™ in the European market with prominent retailers across The Netherlands and Switzerland. The delicious plant-based meatballs, which are produced locally in Europe, are now available at 450 Albert Heijn stores throughout The Netherlands and available for purchase through online supermarket Picnic. In Switzerland, Beyond Meatballs can now be found across 120 COOP stores.

Beyond Meatballs are a delicious plant-based option for classic comfort food dishes -- from Swedish Meatballs to pastas, sandwiches and more. Pre-seasoned with a signature blend of Italian spices such as rosemary, sage and oregano and ready to cook, they are perfect for a convenient, satisfying meal with all the environmental upsides of plant-based meat. In addition to great taste and texture, Beyond Meatballs have 16g of protein per serving and are made from plant-based ingredients without soy, gluten or cholesterol.

"We're excited to bring our fourth retail offering to the European market through our partnerships with Albert Heijn, COOP and Picnic, particularly as the European market continues to see strong demand for plant-based options," said Ihab Leheta, Vice President International Business Development, Beyond Meat. "Following the launch of Beyond Mince® in The Netherlands and Switzerland this past spring, we're proud to offer another delicious and convenient product at retail so that more consumers have the option to choose a product that's better for our planet."

This new product is arriving to the broader European market as demand for plant-based meat options continues to grow. According to Nielsen data, European plant-based consumption has grown by 49% in the past two years, with sales value growing by 50% in The Netherlands during the same period.<sup>1</sup> Beyond Meat's unwavering commitment to non-GMO ingredients has enabled the company to more easily and rapidly expand across the European market and meet growing consumer demand.

Currently, the Beyond Burger®, Beyond Sausage® and Beyond Mince are sold at hundreds of retail locations throughout Europe. In addition to retail, Beyond Meat is providing European consumers with increased access to plant-based protein through foodservice partnerships throughout the European Union such as McDonald's, Pizza Hut and Starbucks. Globally, Beyond Meat products are available at approximately 118,000 retail and foodservice outlets in 80+ countries.

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<sup>1</sup> [Smart Protein Plant-Based Food Sector Report 2021](#)



## **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.

## **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.

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