



BEYOND MEAT®

Media release

BEYOND MEATBALLS™ MAKE THEIR DOWN UNDER DEBUT AT COLES IN AUSTRALIA

Making its Australian debut just in time for the winter, the plant-based version of one of Aussies' favourite comfort foods comes perfectly seasoned, pre-rolled and ready to simmer in your sauce of choice

Sydney, Australia, June 7, 2021 – Beyond Meat®, a leader in plant-based meat, has today announced an expansion of its partnership with Coles to for the first time bring Beyond Meatballs™ to the Australian market. The launch comes at a time when demand and appetite for plant-based protein in Australia continues to grow after having doubled this past year¹. With a juicy, meaty taste and texture, Beyond Meatballs offer a delicious plant-based option to one of Aussies' beloved comfort foods. Pre-seasoned with a signature blend of Italian spices, pre-rolled and ready to cook, they make for a delicious, easy and satisfying plant-based meal. Consumers can now find the irresistible Beyond Meatballs at over 300 Coles stores nationwide, priced at \$15 for a pack of 12.

"The launch of Beyond Meatballs in the Australian market marks a new milestone towards our goal in making great-tasting, nutritious and sustainable plant-based meat more accessible to everyone," said Ihab Leheta, Vice President International Business Development, Beyond Meat. "We're proud to expand our partnership with Coles to now offer our delicious, plant-based Beyond Burger, Beyond Mince and Beyond Meatballs to consumers throughout Australia."

Coles Barbecue and Deli Category Manager Aliette Errington was excited to add Beyond Meatballs to the Beyond Meat range, after Coles was the first supermarket to offer Beyond products to Australian customers in 2018.

"We've seen demand for plant-based meat continue to grow as consumers look for new ways to incorporate plant-based meat options into their diets," she said.

Open. Sauté. Sauce.

Beyond Meatballs are the perfect plant-based product for a quick and tasty snack or an easy and convenient meal. Just in time for chilly winter nights, Beyond Meatballs are a satisfying addition to pastas, sandwiches, soups and more.

Made from simple, plant-based ingredients, like peas and brown rice, without GMOs, bioengineered ingredients, soy or gluten, Beyond Meatballs have 19g of plant-based protein per serving and no cholesterol, antibiotics or hormones.

Global Reach, Local Impact

As a category leader, Beyond Meat products are available at approximately 118,000 retail and foodservice outlets in 80+ countries worldwide.

¹ [Food Frontier's 2020 State of the Industry report](#)

Currently, the Beyond Burger and Beyond Mince are sold at hundreds of Coles stores across Australia. In addition to retail, Beyond Meat has taken steps to provide Australian consumers with increased access to delicious, nutritious and sustainable plant-based protein through foodservice partners such as Grill'd, Ribs & Burgers, Lord of the Fries, and Soulburger.

To find a Beyond Meatball carrying Coles location near you, [visit this store locator](#). For recipe inspiration on how to get cooking with Beyond Meat, check out the [Beyond Meat recipe page](#).

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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 and follow @BeyondMeat, #BeyondBurger and #GoBeyond on Facebook, Instagram and Twitter and @BeyondMeatOfficial on TikTok.

About Coles

Coles employs over 118,000 team members across more than 2,500 retail stores including supermarkets, liquor stores and convenience stores. Founded as a single store in Melbourne's Collingwood in 1914, Coles is now one of the 30 largest companies on the ASX.

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.