Beyond Meat® Launches Beyond Immerse™ Protein Drink

January 15, 2026

Product represents brand's expansion outside center-of-plate, unlocking the power of plants to deliver key nutrients in a crisp and refreshing protein beverage

EL SEGUNDO, Calif., Jan. 15, 2026 (GLOBE NEWSWIRE) -- Beyond Meat, Inc. (NASDAQ: BYND) today announced Beyond Immerse, an innovative combination of plant protein, fiber, antioxidants, and electrolytes designed to replenish the body with every refreshing sip. The line will debut in three crisp and invigorating flavors: Peach Mango, Lemon Lime, and Orange Tangerine. Starting today, Beyond Immerse will be available for a limited time exclusively on Beyond Test Kitchen.

"With Beyond Immerse, we are bringing our pioneering expertise in unlocking the power of plants to a functional beverage line," said Ethan Brown, founder and CEO of Beyond Meat. "Our intent is simple: immerse the consumer in the remarkable nutrition of plants—from protein to fiber, with the addition of antioxidants and electrolytes—all in a single refreshing and satisfying 12 fl oz drink. Beyond Immerse has been specially and carefully designed to provide nutrients that are critical to muscle health, gut health, and immune function, so that whatever the goal is, consumers can Go Beyond."

Introducing Beyond Immerse



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Beyond Immerse Highlights:

- Features plant-based ingredients like protein from peas and fiber from tapioca
- Available in 3 flavors: Peach Mango, Lemon Lime, and Orange Tangerine
- Each flavor will come in two protein options:
  - 10g protein/7g fiber/60 calories
  - 20g protein/7g fiber/100 calories
- Good source of protein, critical to support muscle health
- Excellent source of fiber with 7g per serving, vital to support a healthy gut
- Excellent source of antioxidant Vitamin C, essential to support immune function
- Made with electrolytes
- No GMOs or sugar alcohols

Beyond Immerse is available exclusively for a limited time on Beyond Test Kitchen, Beyond's direct-to-consumer site and destination for early access to new product innovations and limited-time drops. To learn more about Beyond Test Kitchen, follow @BeyondMeat on Instagram and subscribe to our newsletter to be notified about future launches.

About Beyond Meat

Beyond Meat, Inc. (NASDAQ: BYND) is a leading plant-based meat company offering a portfolio of revolutionary plant-based meats made from simple ingredients without GMOs, no added hormones or antibiotics, and 0mg of cholesterol per serving. 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 promise, 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 protein, we can positively impact four growing global issues: human health, climate change, constraints on natural resources and animal welfare. Visit www.BeyondMeat.com and follow @BeyondMeat on Facebook, Instagram, Threads and LinkedIn.

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 Beyond Meat's Annual Report on Form 10-K for the year ended December 31, 2024 filed with the U.S. Securities and Exchange Commission ("SEC") on March 5, 2025, Beyond Meat's Quarterly Report on Form 10-Q for the fiscal quarter ended March 29, 2025 filed with the SEC on May 8, 2025, Beyond Meat's Quarterly Report on Form 10-Q for the fiscal quarter ended June 28, 2025 filed with the SEC on August 8, 2025, and Beyond Meat's Quarterly Report on Form 10-Q for the

fiscal quarter ended September 27, 2025 filed with the SEC on November 12, 2025, 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 Beyond Meat does update one or more forward-looking statements, no inference should be made that Beyond Meat will make additional updates with respect to those or other forward-looking statements.

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A photo accompanying this announcement is available at https://www.globenewswire.com/NewsRoom/AttachmentNg/0b63138c-211c-4d84-9d6a-5c3f57cdba9e