



BEYOND MEAT®

Yale to Become First University to Offer The Beyond Burger at Its On-Campus Dining Halls

April 26, 2017

Addition of Beyond Meat's Plant-Based Patty to Student Menu Reflects Growing Dietary Trend Among Younger Set

EL SEGUNDO, Calif.--([BUSINESS WIRE](#))--Beyond Meat™, an innovation leader in creating plant-based meat, announces that its Beyond Burger™ will be available starting April 26 at Yale University's 13 on-campus dining halls. The 315-year-old Ivy League institution will be the first-ever university to carry the plant-based patty on a campus menu.

"It's particularly fun to do the launch in New Haven, the home of the self-proclaimed first restaurant in America to serve the original hamburger."

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"We take an exciting step today as we partner with Yale to bring the Beyond Burger to students and the campus community," said Beyond Meat's CEO Ethan Brown. "It's energizing to be among a generation so accustomed to questioning fixed assumptions, including, in our case, that meat must come from animals," Brown added. "It's particularly fun to do the launch in New Haven, the home of the self-proclaimed first restaurant in America to serve the original hamburger."

According to a 2017 Protein Alternatives Report from Mintel, Millennials are embracing meat alternatives in restaurants (i.e. food service venues) at a much higher rate than older generations, with 36% doing so, versus 14% of Baby Boomers. In addition, 64% of Millennials have had meatless burgers, versus 28% of Boomers.

"With eating trends taking a turn toward plant-based alternatives, we found it prudent to meet our students' desires with the addition of The Beyond Burger to our on-campus menus," said Adam Millman, Senior Director of Yale Hospitality, in New Haven, Conn. "Providing this option reflects an understanding of the up-and-coming generation's evolving dietary preferences in which animal based protein, while important, plays a less prominent role."

Widely recognized as a thought leader in hospitality and dining innovation, Yale Hospitality will feature The Beyond Burger on a locally crafted artisan bun with lettuce, tomato and a "secret" vegan sauce. Students can visit a one-day pop up event set up at Yale's Beinecke Plaza on April 26 to learn more about The Beyond Burger and sample the newest on-campus dining option.

The Beyond Burger – already available in the meat section of more than 355 Whole Foods U.S. locations, among other outlets – looks, cooks and satisfies like a traditional hamburger. During cooking, the rare patty achieves an authentic sear that delivers a juicy pink center for the ultimate burger eating experience. Boasting 20 grams of plant-based protein, The Beyond Burger is naturally cholesterol free and contains no GMO's, soy or gluten.

About Beyond Meat

Based in Los Angeles, California, Beyond Meat is a privately held company that is on the cutting edge of plant protein research and development. With a goal of driving innovation and progress, the company provides plant-based protein foods – without sacrificing the taste, chew or satisfaction of meat. Investors include Bill Gates, Twitter co-founders Biz Stone, and Evan Williams. To stay up to date on the latest, visit www.BeyondMeat.com and follow @BeyondMeat, #BeyondBurger and #FutureOfProtein on [Facebook](#), [Instagram](#) and [Twitter](#).

About Yale Hospitality

Yale Hospitality is a multi-division organization comprised of Yale Dining, Yale Catering, Yale Auxiliary & Retail as well as a full-service Bakery and Culinary Support Center. Yale Hospitality serves an average of 14,000 meals a day in student dining, restaurants, cafes, convenience stores and at catered events. The organization is comprised of 880 Professional, Culinary and Service team members. Yale Hospitality has received numerous prestigious awards recognizing its commitment to community, sustainability and Hospitality Excellence. In 2016, Yale Hospitality received the coveted International Food Manufacturer Association Silver Plate and Ultimately the Gold Plate Awards (The Academy Award of the food industry). In addition, was recognized by the honorable Toni Harp, Mayor of the City of New Haven for its commitment to the city.

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