



BEYOND MEAT®

For the First Time, The Revolutionary Beyond Burger® Is Just a Click Away for Consumers Nationwide

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Meal Kit Delivery Pioneer, Chef'd, Makes The Beyond Burger Available for Delivery Anywhere in the U.S.



The Classic Beyond Burger with Red Potato Salad (Photo: Business Wire)

EL SEGUNDO, Calif.--([BUSINESS WIRE](#))--Beyond Meat®, a leader in plant-based protein, announces today a new E-commerce distribution channel of the wildly popular Beyond Burger®. Their expanded partnership with Chef'd, a first-of-its kind meal kit marketplace that recently saw an influx of capital from major investors like Campbell Soup, is another way Beyond Meat is making The Beyond Burger available to an increasing number of consumers.

"Now, anyone, anywhere within the Chef'd footprint can be just a click away from having our delicious, satisfying plant-based burger delivered to their door," said Ethan Brown, Founder and CEO of Beyond Meat. "We've been looking forward to launching this partnership and are thrilled to get it underway."

Perfect for Game Day gatherings, Chef'd will offer The Beyond Burger in two recipe builds: The Classic Beyond Burger with Red Potato Salad and a Sautéed Mushroom and Onion Beyond Burger with Crunchy Carrot Slaw.

Chef'd makes it more convenient than ever to prepare delicious plant-based Beyond Meat meals for the family, with no subscription or membership fees needed to order. "Beyond Meat shares our commitment to innovation and the future of food, improving what we eat and how we eat," said Kyle Ransford, Chef'd Founder and CEO. "The Beyond Burger is simply a great burger, and we're excited to offer more ways for our consumers to enjoy it." To shop the Beyond Meat collection of meals on Chef'd, customers can visit <http://www.chefd.com/collections/beyond-meat>.

In addition to the increased distribution with Chef'd, The Beyond Burger is expanding into more grocery store meat cases than ever before with the recent entrance into more than 1,400 Kroger and Albertsons Companies owned-stores nationwide. Since Memorial Day, The Beyond Burger has been on a growth hot streak, increasing distribution by sevenfold. For the latest list of retailers stocking The Beyond Burger, visit the Beyond Meat [blog](#).

Outside the grocery aisle, The Beyond Burger is making groundbreaking strides, soft launching at six [TGI Fridays](#) locations in the Greater Boston area, and entering into an exclusive partnership with food service titan, [Sysco](#), the nation's largest food distributor.

Earlier this summer, The Beyond Burger joined the menu at one of the fastest-growing national burger concepts, [BurgerFi](#), and after conducting tests at eight locations around the country, BurgerFi launched The Beyond Burger system-wide at its 100 restaurants on Labor Day. [Epic Burger](#), a trend-setting better-burger outfit, followed suit at all eight of their Chicago-based locations, and has reported selling 10,000 Beyond Burgers in the first two months. As a result of these recent expansion wins, The Beyond Burger is now available at more than 2,500 grocery stores and restaurants nationwide, with new partners joining daily.

ABOUT BEYOND MEAT

Based in Los Angeles, California, Beyond Meat is a privately held company with a mission of building meat directly from plants. Investors include Bill Gates, Twitter co-founders Biz Stone and Evan Williams, Kleiner Perkins, former McDonald's CEO Don Thompson, Honest Tea founder Seth Goldman, Humane Society of the United States, and Tyson Foods. To stay up to date on the latest, visit www.BeyondMeat.com and follow @BeyondMeat, #BeyondBurger and #FutureOfProtein on Facebook, Instagram and Twitter.

ABOUT CHEF'D

Headquartered in El Segundo, Calif., Chef'd is an e-commerce meal marketplace that partners with celebrated chefs, media outlets and culinary influencers to offer thousands of meal solutions that make it easy for anyone to cook high-quality meals at home. Launched in late April 2015, Chef'd was created to help consumers rethink the home-cooked meal by offering fresh, pre-portioned ingredients that aim to eliminate food waste and in turn cut consumer grocery costs, all without the hassle of subscription or membership fees. This allows consumers to personalize their orders and reorder their favorites whenever they want. Follow on Twitter @get_chefd and Instagram @Chef.d.

Contacts

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