



BEYOND MEAT®

Holiday Tables and Tail Gates Rejoice: The Beyond Burger Expands to the Meat Case at More Than 150 Shaw's Locations Throughout the Northeast

November 27, 2017

Beyond Meat Expands Distribution of The Beyond Burger to East Coast retailer, Shaw's, while simultaneously expanding to Stater Bros., Raley's, Hy-Vee, Bristol Farms, Mariano's and HEB Central Market stores nationwide



(Photo: Business Wire)

EL SEGUNDO, Calif.--([BUSINESS WIRE](#))--Winter is rolling into the Northeast, but the demand for plant-based burgers is still sizzling hot with the recent addition of 153 Shaw's locations carrying the wildly popular Beyond Burger. Shaw's locations throughout Maine, New Hampshire, Massachusetts, Rhode Island and Vermont will begin carrying The Beyond Burger on-shelf starting November 20. The Beyond Burger is the world's first plant-based burger that looks, cooks and satisfies so much like beef, it's sold in the meat case at more than 4,300 grocery stores nationwide.

"The rapid growth in demand and distribution for the Beyond Burger speaks to a powerful shift among consumers toward plant-based protein, one we are pleased to respond to and further fuel with the taste and overall performance of The Beyond Burger"

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"The rapid growth in demand and distribution for the Beyond Burger speaks to a powerful shift among consumers toward plant-based protein, one we are pleased to respond to and further fuel with the taste and overall performance of The Beyond Burger," said Ethan Brown, founder and CEO of Beyond Meat.

This holiday season, The Beyond Burger isn't just for burgers. Perfect for holiday classics like [Sourdough Stuffing](#), [Holiday Farro](#) and [Pumpkin Risotto](#), The Beyond Burger is the perfect complement to the beloved flavors and classics of the season. Gear up for the biggest games of the year with [Beyond Burger Stuffed Jalapeños](#), [Loaded Sweet Potato Nachos](#), [Taco Stacks](#) and more! For mealtime inspiration, visit the [recipe section](#) of the Beyond Meat website.

WEST COAST EXPANSION

Long-known for their quality meats, [Stater Bros. Markets](#) is thrilled to carry The Beyond Burger in their Southern California [supermarket locations](#). "Our Certified Meat Cutters know meat, and we were amazed when we tried The Beyond Burger. There is no other plant-based product out there that delivers on the meat eating experience like The Beyond Burger does," said John Ciraulo, Senior Vice President of Fresh Foods for Stater Bros. "Our consumers have been asking for more diverse protein options, including The Beyond Burger, and we're proud to now have it available in the self-service fresh meat case at all Stater Bros. locations."

Additionally, The Beyond Burger is now available at:

- Bristol Farms (15 locations throughout Southern California)
- Raley's (119 locations throughout Northern California and Nevada)

MID-WEST & SOUTHERN EXPANSION

Meat-loving Chicago can't get enough of The Beyond Burger! This November, leading mid-west chain, Jewel Osco, added The Beyond Burger to more than 185 of their stores' meat cases.

Additionally, The Beyond Burger is now available at:

- HEB Central Market (9 locations throughout Texas)
- Heinen's (22 locations throughout Ohio and Illinois)
- Hy-vee (130 locations throughout Illinois, Iowa, Minnesota, Missouri, Nebraska, South Dakota and Wisconsin)
- Mariano's (26 locations throughout the greater Chicago area)

EAST COAST EXPANSION

In addition to Shaw's and Whole Foods, East Coasters can also find The Beyond Burger at:

- Wegmans (54 locations throughout Maryland, Massachusetts, New York, New Jersey, Pennsylvania and Virginia)

ACCELERATING GROWTH

Beyond Meat's rapid retail growth is coupled with major food service/restaurant wins, including an exclusive partnership with Sysco that, since launching in September, has produced 2,000 new food service outlets carrying The Beyond Burger. This includes restaurants, hotels, college campuses and professional sports teams' training camps. Many of these restaurants are innovative, single-unit restaurants like Delilah LA, The Moonlighter in Chicago, The Distillery NYC and The Hamilton Inn in Jersey City, that seek to appeal to meat eaters and vegetarians alike by offering innovative, plant-based options. For the latest list of stores carrying The Beyond Burger, visit The Beyond Meat [blog](#).

UNREAL TASTE. REAL INGREDIENTS

The Beyond Burger is the world's only burger that looks, cooks, and tastes like ground beef from cows but is made entirely from plants, without GMOs, soy, or gluten. The Beyond Burger packs more protein and iron than beef and is a cholesterol free food, with less saturated fat than beef. A 1/4lb Beyond Burger sold in grocery stores has 4 grams of saturated fat and 22 grams of total fat, compared to 9 grams of saturated fat and 23 grams of total fat in a 1/4 lb 80/20 beef burger.

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, actor and activist Leonardo DiCaprio, 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.

Contacts

Beyond Meat

Kim Straus

BeyondMeat@Mbooth.com