



# BEYOND MEAT®

## Beyond Meat® Unveils Newest Product Innovation, Beyond Beef®

March 5, 2019

- Beyond Beef offers the juicy taste and texture of ground beef but with 25% less saturated fat than beef.
- Created to deliver on the culinary flexibility of ground beef, Beyond Beef is perfect for tacos, meatballs, sliders, empanadas and more.
- Beyond Meat's latest innovation contains only simple, plant-based ingredients and has no GMOs, no soy, and no gluten.



Beyond Beef, the latest product innovation from Beyond Meat, delivers on the meaty taste, texture and versatility of ground beef but is made from simple plant-based ingredients without soy, gluten or GMOs. (Photo: Business Wire)





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March 05, 2019 09:30 AM Eastern Standard Time

EL SEGUNDO, Calif.--([BUSINESS WIRE](#))--Beyond Meat® today debuted its latest breakthrough in plant-based food innovation: Beyond Beef®. Driven by consumer demand, Beyond Beef is designed to have the meaty taste, texture and versatility consumers love about ground beef, but with the added health and sustainability benefits of plant-based meat.

Beyond Beef has 25% less saturated fat than beef, with less than 6g per serving, and is made with a blend of pea, mung bean, and rice proteins that provide a meaty texture that mirrors the satisfying chew and juiciness of ground beef.

Looking to take a bite out of the multi-trillion-dollar meat industry, Beyond Beef aims to replicate ground beef, the largest segment in the beef category. The area is ripe for innovation with nearly 70 percent<sup>1</sup> of consumers reducing their meat intake, with a particular focus on red and processed meat.

"We've long had our eye on creating a product that enables consumers to enjoy all the benefits and versatility of ground beef while tapping into the human health, environmental, and animal welfare benefits of plant-based foods," said Ethan Brown, founder and chief executive officer of Beyond Meat. "As is our commitment, we've built this latest addition to our family of plant-based meats while being thoughtful about ingredient choices that support everyday use by the whole family, including strict avoidance of GMOs, soy, or gluten."

Beyond Beef's high-performing blend of mung, pea and rice proteins make it a complete protein source, offering 20 grams of protein per serving—more than beef. Beyond Beef's versatility in the kitchen is a result of a unique binding systems that allows the product to seamlessly shape into a variety of forms—from meatballs and sliders, to empanadas and tacos.

Beyond Meat is committed to using clean, simple plant-based ingredients, with Beyond Beef containing no antibiotics, hormones, soy, gluten or genetically modified organisms. Launching in retail later this year, Beyond Beef is anticipated to be both Kosher and Halal certified, appealing to a broad range of dietary needs and preferences.

Beyond Beef is the latest addition to Beyond Meat's portfolio of revolutionary products that are available at more than 35,000 restaurants, grocery stores, universities, hotels, stadiums and beyond. For more information on Beyond Meat's products and approach to innovation, please visit [BeyondMeat.com](http://BeyondMeat.com).

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### **About Beyond Meat**

Based in Los Angeles, California, Beyond Meat was founded in 2009 with a mission of building meat directly from plants to positively benefit human health, climate change, natural resource conservation, and animal welfare. Championing these values are Beyond Meat's roster of investors and ambassadors, including Kyrie Irving, Leonardo DiCaprio, Snoop Dogg, Shaquille O'Neal, Jessica Chastain, Shaun White, Chris Paul, Lindsey Vonn, DeAndre Hopkins, Liza Koshy, Thomas Middleditch, Tony Gonzales, Bill Gates, Jack & Suzy Welch and many more. Spanning frozen and fresh, Beyond Meat's portfolio of plant-based proteins are sold at more than 35,000 retail and food service outlets worldwide. To stay up to date on the latest, visit [www.BeyondMeat.com](http://www.BeyondMeat.com) and follow @BeyondMeat, #BeyondBurger and #GoBeyond on Facebook, Instagram and Twitter. Beyond Meat, the Beyond Meat logo and Beyond Beef are trademarks or registered trademarks of Beyond Meat, Inc., in the U.S. and in other countries.

<sup>1</sup> <https://www.upi.com/Many-Americans-reducing-red-processed-meats-in-their-diets/4691537213273/>

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