



BEYOND MEAT®

Beyond Meat® Bring Beyond Sausage to Food-Forward Bay Area

March 6, 2018

A first of its kind, the new plant-based sausage hits the menu at Rosamunde Sausage Grill's three San Francisco area locations

San Francisco, CALIF. (March 6, 2018) – Beyond Meat is expanding its presence in San Francisco with the unveiling of the revolutionary Beyond Sausage. The company's newest plant-based meat option is now available at Rosamunde Sausage Grill at their Mission Street, Haight Street and Oakland locations.

"In keeping with our Eat What You Love™ brand promise, I am pleased to bring to market our delicious plant-based sausage line, product innovation that provides consumers with that satiating taste and juiciness of animal sausage with the health and environmental upside of plant-based eating." said Ethan Brown, Founder & CEO of Beyond Meat.

Aligning with Beyond Meat's commitment to creating better-for-you protein options, the Beyond Sausage has 16g of protein per link, more than that of traditional pork sausage, and 38% less saturated fat. The first plant-based sausage that delivers on the juicy, satisfying taste and texture of pork sausage, Beyond Sausage is available in three traditional sausage flavors -- Original Bratwurst, Sweet Italian and Hot Italian -- that will satisfy the appetites of carnivores and vegetarians alike.

"It's always been important to us to have a vegan sausage on the menu to serve the diverse needs our customers, and have long been searching for a better option, something without gluten and soy, and that would appeal more broadly to all our customers" said Josh Margolis, owner of Rosamunde Sausage Grill. "The minute I took a bite of Beyond Sausage and tasted the explosion of flavor, and felt the signature snap of the casing there wasn't a doubt in my mind that we needed to put this on our menu. Our customers are going to go nuts for this."

Beginning today, Rosamunde Sausage Grill will offer Beyond Sausage alongside the other meat-centric options on their menu either as a plated option, served with salad and baked beans for \$12, or in a bun for customers to create-their-own build with two house made toppings for \$8.50. Toppings include grilled onions, sauerkraut, sweet onions, hot peppers, spicy beef chili, mango chutney and more.

Hailed as a miracle of meatiness, Beyond Sausage is the first sausage you actually want to know how it's made. A blend of pea, fava bean and rice provide the protein, while trace amounts of beet juice lend the meaty red color. Coconut oil ensures mouth-watering juiciness, all wrapped in a 100% plant-based casing derived from algae. A first of its kind, Beyond Sausage has no GMOs, soy or gluten.

Building The Future of Protein

Plant-based leader, Beyond Meat, most recently announced the construction of its new Manhattan Beach Project research and innovation facility in Los Angeles. A seven-fold increase of the existing R&D footprint, the new state-of-the-art facility is projected to triple current pilot capabilities and reduce production scale up timelines in as much as half. Bringing together the best and brightest scientists, engineers, food technologists, chefs, and researchers, they work together in service of a single goal: perfectly build a piece of meat directly from plants.

Throughout 2018, Beyond Sausage will continue to pop up at additional location throughout the country, before rolling out at select retail stores. For more information, visit www.beyondmeat.com.

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, #BeyondSausage and #FutureOfProtein on Facebook, Instagram and Twitter.