



BEYOND MEAT®

Beyond Meat® Partners with Carl's Jr.® To Launch the Beyond Famous Star® at More Than 1,000 Locations Starting January 2, 2019

January 2, 2019

- The two brands unite to bring forth a major innovation in fast food and Beyond Meat's largest partnership to date in the U.S.
- The charbroiled Beyond Famous Star® will feature Beyond Meat's new Beyond Burger 2.0 patty, the latest iteration of the company's flagship product.

LOS ANGELES--([BUSINESS WIRE](#))--Beyond Meat is partnering with Carl's Jr. to launch The Beyond Famous Star, which marries the 100% plant-based Beyond Burger patty with the restaurant's fan-favorite Famous Star burger.

The new Beyond Famous Star is a first-of-its-kind flexitarian take on the iconic Carl's Jr. Famous Star, with a 100% plant-based patty from Beyond Meat. The quarter-pound patty is cooked top-to-bottom on an open flame in Carl's Jr.'s unique char broiler, packing its delicious flavor right into the burger.

"We know people are looking for options – in fact, roughly one-third¹ of consumers identify as flexitarians – and we're thrilled to partner with Beyond Meat to bring more delicious, irresistible flavors to our menu," said Jason Marker, CEO, CKE Restaurants. "The new Beyond Famous Star is a true industry game changer, and we're proud to add it to our roster of innovative offerings and build on the legacy of mouthwatering flavors."

Retail data from one supermarket chain this summer found that more than 90% of customers who purchased The Beyond Burger also purchased animal-based protein. This behavior shows Beyond Meat's appeal among meat eaters who want to continue to eat the things they love, while incorporating more plant-based options. Working to serve that consumer need, Carl's Jr. is proud to be the largest restaurant chain to date in the United States to offer The Beyond Burger on-menu.

The Beyond Famous Star features The Beyond Burger® patty topped with melted American cheese, lettuce, tomato, sliced onions, dill pickles, special sauce and mayonnaise on a seeded bun. The Beyond Burger patty is free of GMOs, gluten and soy, and has lower saturated fat than regular beef, but still delivers tons of flame-broiled flavor and 20g of protein.

"I have long looked forward to the day when my kids can go to a major fast-food chain and order The Beyond Burger. I am grateful to say that day has arrived," said Ethan Brown, Beyond Meat Founder & CEO. "At our core, Beyond Meat is about enabling consumers to Eat What You Love™, and there is no better example than being able to enjoy a delicious Carl's Jr. burger, while receiving the added health and sustainability benefits of the plant-based Beyond Burger. It is with innovative and forward-looking partners, like Carl's Jr., that we are building a brighter and more sustainable future."

The new Beyond Famous Star is available at participating Carl's Jr. restaurants beginning January 2, 2019 starting at only \$6.29. Fans looking to Go Beyond™ can order The Beyond Burger patty on any Carl's Jr. sandwich for \$2 extra.

Follow Beyond Meat & Carl's Jr. on social media for the latest product news and promotional offers:

Beyond Meat: [Instagram](#), [Twitter](#) & [Facebook](#)

Carl's Jr.: [Instagram](#), [Twitter](#) & [Facebook](#)

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, Jessica Chastain, Shaun White, Chris Paul, Victor Oladipo, Lindsey Vonn, DeAndre Hopkins, DeAndre Jordan, Harrison Barnes, Liza Koshy, Thomas Middleditch, Tony Gonzales, Candice Bergen, Jack & Suzy Welch and many more. Spanning frozen and fresh, Beyond Meat's portfolio of plant-based proteins are sold at more than 32,000 retail and food service outlets nationwide. To stay up to date on the latest, visit www.BeyondMeat.com and follow @BeyondMeat, #BeyondBurger and #GoBeyond on Facebook, Instagram and Twitter.

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About CKE Restaurants Holdings, Inc.

CKE Restaurants Holdings, Inc. ("CKE"), a privately held company based in Franklin, Tennessee, runs and operates Carl's Jr. and Hardee's, two beloved regional brands, known for one-of-a-kind premium and innovative menu items such as 100 percent Black Angus Thickburgers®, Made from Scratch™ Biscuits and Hand-Breaded Chicken Tenders™. With both a US and international footprint, Carl's Jr. Restaurants LLC and Hardee's Restaurants LLC have over 3,800 franchised or company-operated restaurants in 44 states and 43 foreign countries and U.S. territories. For more

information about CKE, please visit www.ckr.com or its brand sites at www.carlsjr.com and www.hardees.com.

¹ <https://nypost.com/2018/10/26/one-third-of-americans-consider-themselves-flexitarian/>

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