



BEYOND MEAT®

The Beyond Burger® Hits Bareburger Menus Nationwide, Giving Customers a New Flavor-Packed Plant-Based Protein Option

February 27, 2018

The Launch Signals a Continued Desire for More Diverse Protein Offerings At National Restaurants

El Segundo, CALIF. (February 27, 2018) – Beyond Meat®, a leader in plant-based protein, announces today that its revolutionary Beyond Burger is now available on-menu at all 38 Bareburger locations nationwide. The launch highlights Beyond Meat's rapid growth among mainstream restaurants and partners outside of retail, solidifying The Beyond Burger's prominence as the nation's go-to plant-based burger.

"Adding The Beyond Burger to Bareburger's menu answers the rising consumer demand for healthier, plant-based menu options that delivers on taste and satisfaction. Enabling more consumers to Eat What You Love™, our partnership couples the health and environmental benefits of plant-based foods with Bareburger's commitment to serving sustainable and delicious food options," said Ethan Brown, Founder and CEO of Beyond Meat.

Bareburger, the better-for-you burger chain known for their commitment to serving food made with fresh, local ingredients, has gained popularity nationwide among consumers who are being more mindful about their food and where it comes from. "At Bareburger we are committed to offering consumers their favorite food, while being mindful about the sustainability and origin of these products," said Bareburger CEO, Euripides Pelekanos. "The Beyond Burger not only delivers on the taste, texture and look of meat, but offers the environmental and health benefits of plant-based foods."

Adding The Beyond Burger to Bareburger's menu creates even more delicious, protein choices for mindful consumers. Last year, there was one plant-based meat option on Bareburger's menu, but answering consumer's growing demand, now The Beyond Burger is entering the arena – with less saturated fat and 30 fewer calories, to boot!

Starting today, customers nationwide at Bareburger can enjoy a mouthwatering burger build, bursting with flavor that includes a charbroiled Beyond Burger patty, vegan American cheese, sweet pickles, red onion, green leaf lettuce and special sauce on a brioche bun. Fans can make their order vegan-friendly by ordering a multigrain bun without special sauce, or build their own creation using The Beyond Burger patty under the "Be My Burger" section on their menu.

11 MILLION BURGERS SOLD. A SIZZLING SENSATION

The Beyond Burger – already available at BurgerFi's 100 U.S. locations and recently added to the menu of TGI Fridays' 450+ locations nationwide in the brand's fastest test-to-table launch ever – 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 but with less saturated and total fat than beef.

Since its launch, Beyond Meat has sold more than 11 million Beyond Burgers. Today, it is sold in the meat case at more than 5,000 grocery stores nationwide, including Kroger, Albertsons Companies, Stop & Shop, Shaw's, Jewel Osco and Whole Foods, as well as on menu at more than 6,000 restaurants, hotels and college campus dining halls. For the latest list of places to find The Beyond Burger, click the where to find button on the Beyond Meat website.

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.

ABOUT BEYOND MEAT

Based in Los Angeles, California, Beyond Meat is a privately held company founded in 2009 with a mission of building meat directly from plants. Spanning frozen and fresh, Beyond Meat's portfolio of cutting-edge plant-based proteins are sold at more than 19,000 retail outlets nationwide. 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.

ABOUT BAREBURGER

Bareburger is the leader in America's "better burger" trend, emphasizing high-quality, ethically sourced, organic ingredients in a casual environment. Founded in 2009 in a vacant bakery in Astoria, New York, Bareburger has grown to 44 locations in five countries. Bareburger is ranked among the 10 most sustainable restaurants in America and a "breakout brand" by Restaurant News. Bareburger emphasizes delicious, sustainable ingredients without artificial flavors. Bareburger is a four-time winner of a prestigious Michelin Guide recommendation and has received multiple awards from the James Beard Foundation.

CONTACT:

Beyond Meat
Sami Richman
BeyondMeat@MBooth.com