



# BEYOND MEAT®

## Beyond Meat® Launches Cookout Classic™ at Most Affordable Price Point Yet, Furthering Goal of Making Plant-based Meat Accessible to All

June 17, 2020

Available at Walmart, Target and additional retailers nationwide starting the week of June 22, the limited-edition value pack narrows the price gap between plant-based meat and animal protein

EL SEGUNDO, Calif., June 17, 2020 (GLOBE NEWSWIRE) -- Beyond Meat, Inc. (NASDAQ: BYND), a leader in plant-based meat, is making plant-based burgers more accessible and affordable this summer with the introduction of Cookout Classic™, a limited edition burger 10-pack available at a majority of Walmart and Target stores nationwide and select retailers across the U.S. beginning the week of June 22. Sold in the frozen meat aisle with a suggested retail price of \$15.99 (\$1.60 per patty), the new offering will be available through mid-August, or until supplies last, and is intended to narrow the price gap between plant-based meat and animal protein, making delicious, nutritious and sustainable plant-based meat more accessible to more people.

With growing consumer interest in plant-based protein, the Cookout Classic value pack is designed to inspire a shift to plant-based meat at barbecues and summer gatherings. The juicy and delicious burgers are made with simple, plant-based ingredients without GMOs, soy or gluten, and are packaged in a fully recyclable cardboard carton, aligning with Beyond Meat's commitment to sustainability.

According to the most recent SPINS data, in the 4-week period ending May 17, 2020, Beyond Meat was the #1 brand in refrigerated plant-based meat and owned the top four selling items in all of plant-based meat.

"With summer grilling season underway, we are pleased to launch Cookout Classic value packs nationwide at our most affordable price point to date, enabling more consumers to Eat What You Love™ while enjoying the nutritional and environmental benefits of plant-based meat," said Ethan Brown, Founder and CEO, Beyond Meat. "This forward-looking pricing represents an important milestone along our journey to make Beyond Meat more accessible to all consumers."

The introduction of Cookout Classic value packs is one of several initiatives aimed at increasing accessibility of Beyond Meat's plant-based meat, including a new direct-to-consumer site expected to launch later this summer. Through July 4, fans can enjoy additional savings on Beyond Meat's products found in the fresh meat case with promotions at major retailers including Kroger, Publix, Albertsons, Whole Foods Market, Shoprite, Giant Foods and Stop & Shop.

To further engage consumers on the benefits of plant-based meat, Beyond Meat launched the [Why Go Beyond content series](#), a compilation of personal stories from celebrity ambassadors and friends that uncovers why they have made the choice to shift their diets toward plant-based. Through these videos, Beyond Meat is inspiring people to see that the positive choices they make, no matter how small, can have a great impact on personal health and the health of our planet.

### About Beyond Meat

Beyond Meat, Inc. (NASDAQ: BYND) is one of the fastest growing food companies in the United States, offering a portfolio of revolutionary plant-based meats. Founded in 2009, Beyond Meat has a mission of building meat directly from plants, an innovation that enables consumers to experience the taste, texture and other sensory attributes of popular animal-based meat products while enjoying the nutritional and environmental benefits of eating its plant-based meat products. Beyond Meat's brand commitment, Eat What You Love™, represents a strong belief that by eating its portfolio of plant-based meats, consumers can enjoy more, not less, of their favorite meals, and by doing so, help address concerns related to human health, climate change, resource conservation and animal welfare. Beyond Meat's portfolio of plant-based proteins were available at approximately 94,000 retail and foodservice outlets in 75 countries worldwide as of March 28, 2020. Visit [www.BeyondMeat.com](http://www.BeyondMeat.com) and follow @BeyondMeat, #BeyondBurger and #GoBeyond on Facebook, Instagram and Twitter.

### Forward Looking Statements

Certain statements in this release constitute "forward-looking statements." These statements are based on management's current opinions, expectations, beliefs, plans, objectives, assumptions or projections regarding future events or future results. These forward-looking statements are only predictions, not historical fact, and involve certain risks and uncertainties, as well as assumptions. Actual results, levels of activity, performance, achievements and events could differ materially from those stated, anticipated or implied by such forward-looking statements. While the Company believes that its assumptions are reasonable, it is very difficult to predict the impact of known factors, and, of course, it is impossible to anticipate all factors that could affect actual results. There are many risks and uncertainties that could cause actual results to differ materially from forward-looking statements made herein including, most prominently, the risks discussed under the heading "Risk Factors" in the Company's Form 10-Q for the quarter ended March 28, 2020 filed with the U.S. Securities and Exchange Commission ("SEC") on May 12, 2020 and the Company's Annual Report on Form 10-K for the year ended December 31, 2019 filed with the SEC on March 19, 2020, as well as other factors described from time to time in the Company's filings with the SEC. Such forward-looking statements are made only as of the date of this release. The Company undertakes no obligation to publicly update or revise any forward-looking statement because of new information, future events or otherwise, except as otherwise required by

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law. If we do update one or more forward-looking statements, no inference should be made that we will make additional updates with respect to those or other forward-looking statements.

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