Beyond Meat® Announces Strategic Global Agreement with McDonald's

February 25, 2021

EL SEGUNDO, Calif., Feb. 25, 2021 (GLOBE NEWSWIRE) -- Beyond Meat, Inc. (NASDAQ: BYND) today announced the establishment of a three-year global strategic agreement with McDonald's Corporation. As part of the agreement, Beyond Meat ® will be McDonald's preferred supplier for the patty in the McPlant®, a new plant-based burger being tested in select McDonald's markets globally. In addition, Beyond Meat and McDonald's will explore co-developing other plant-based menu items – like plant-based options for chicken, pork and egg – as part of McDonald's broader McPlant platform.

The agreement will bring together McDonald's iconic global brand with Beyond Meat's leading expertise in plant-based protein development to create and market innovative new plant-based menu offerings. This announcement further solidifies the relationship between McDonald's and Beyond Meat, which began in 2019 with the Canadian test of a sandwich made with Beyond Meat's plant-based patty.

"Our new McPlant platform is all about giving customers more choices when they visit McDonald's," said Francesca DeBiase, McDonald's Executive Vice President and Chief Supply Chain Officer. "We're excited to work with Beyond Meat to drive innovation in this space, and entering into this strategic agreement is an important step on our journey to bring delicious, high quality, plant-based menu items to our customers."

"We are proud to enter into this strategic global agreement with McDonald's, an exciting milestone for Beyond Meat, and look forward to serving McDonald's as they bring expanded choice to menus globally," said Ethan Brown, Beyond Meat Founder & CEO. "We will combine the power of Beyond Meat's rapid and relentless approach to innovation with the strength of McDonald's global brand to introduce craveable, new plant-based menu items that consumers will love."

ABOUT BEYOND MEAT
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 made from simple ingredients without GMOs, bioengineered ingredients, hormones, antibiotics, or cholesterol. Founded in 2009, Beyond Meat products are designed to have the same taste and texture as animal-based meat while being better for people and the planet. Beyond Meat's brand commitment, Eat What You Love™, represents a strong belief that there is a better way to feed our future and that the positive choices we all make, no matter how small, can have a great impact on our personal health and the health of our planet. By shifting from animal-based meat to plant-based meat, we can positively impact four growing global issues: human health, climate change, constraints on natural resources and animal welfare. As of December 31, 2020, Beyond Meat had products available at approximately 122,000 retail and foodservice outlets in over 80 countries worldwide. Visit www.BeyondMeat.com and follow @BeyondMeat, #BeyondBurger and #GoBeyond on Facebook, Instagram and Twitter and @BeyondMeatOfficial on TikTok.

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BEYOND MEAT FORWARD-LOOKING STATEMENT
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 Beyond Meat 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 Annual Report on Form 10-K for the year ended December 31, 2019 filed with the U.S. Securities and Exchange Commission ("SEC") on March 19, 2020, the Company's subsequently filed Quarterly Reports on Form 10-Q, and the Company's Annual Report on Form 10-K for the fiscal year ended December 31, 2020 to be filed with the SEC, as well as other factors described from time to time in Beyond Meat's filings with the SEC. Such forward-looking statements are made only as of the date of this release. Beyond Meat 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 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.