



BEYOND MEAT®

Beyond Meat® Announces New General Manager to Spearhead Growth in Europe

December 16, 2021

Jorg Oostdam joins Beyond Meat as General Manager, Europe to steer the company through the next phase of its expansion strategy

El Segundo, Calif., Dec. 16, 2021 (GLOBE NEWSWIRE) -- Beyond Meat, Inc. (NASDAQ: BYND), a leader in plant-based meat, today announced the appointment of food industry veteran Jorg Oostdam to the newly created leadership position of General Manager, Europe. With over two decades of experience in the food and retail sector, including a 15-year tenure at Mars, Incorporated, Oostdam will drive Beyond Meat's expansion in Europe and accelerate its strategic growth worldwide.

"I'm very pleased to welcome Jorg as our new General Manager in Europe, a key geography as we build tomorrow's global protein company," said Ethan Brown, Founder and CEO, Beyond Meat. "Jorg's leadership and experience will be instrumental in providing our delicious and nutritious plant-based meats to European consumers, in building out our local production and innovation capabilities, and in growing a robust local supply chain in service to our longer-term goal of price parity with animal protein."

Oostdam has been a leader in geographical expansion, portfolio extensions, and organizational development throughout his robust FMCG career. He most recently served as Chief Executive Officer for Zed Candy, where he relaunched the brand and expanded the business into 14 new markets globally. Prior to that, Oostdam was Vice President and General Manager of EMEA for Heartland Food Products Group, where he scaled the Splenda business and expanded the international sales and marketing teams. A veteran of Mars, Oostdam held several leadership roles at the organization including General Manager of Switzerland and General Manager of Spain as well as marketing and sales positions in the Netherlands and Northern Europe.

"Europe's appetite for plant-based meat is on the rise, and there's no better time to join the Beyond Meat team," said Jorg Oostdam. "I'm excited to help set the vision and strategic direction for Beyond Meat's long-term growth in Europe as we make plant-based meat more accessible to customers and consumers across the region."

Global demand for plant-based meat continues to increase, with the European plant-based-food sector growing by a sizeable [49% over the past few years](#). Beyond Meat's end-to-end manufacturing capabilities in the Netherlands have increased the speed, scale and efficiency in which the company can produce and distribute its products across Europe. This allows Beyond Meat to improve the sustainability of operations, whilst getting one step closer to achieving price parity with animal meat. In 2021 alone, Beyond Meat announced European offerings with [Starbucks](#), [Pizza Hut](#) and [McDonald's](#), as well as [major retail expansions](#) throughout Europe including the introduction of new products such as Beyond Mince® and Beyond Meatballs® in select markets. The appointment of Oostdam is another sign of Beyond Meat's commitment to the region and investment in creating the infrastructure needed to support the company's growing presence across Europe. Oostdam will be based in the Netherlands and start with the company in February 2022.

About Beyond Meat

Beyond Meat, Inc. (NASDAQ:BYND), a leader in plant-based meat, offers a portfolio of revolutionary plant-based meats. Founded in 2009, Beyond Meat products are designed to have the same taste and texture as animal-based meat while offering certain environmental benefits. 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 help us move towards the kind of future we want. By shifting from animal-based meat to plant-based meat, we can help address concerns related to resource conservation and animal welfare. As of September 2021, Beyond Meat had products available at approximately 128,000 retail and foodservice outlets in over 85 countries worldwide. Visit www.BeyondMeat.com and follow @BeyondMeatEU on Instagram, @BeyondMeat on Facebook, Twitter and TikTok.

Beyond Meat Forward Looking Statements

Certain statements in this release constitute "forward-looking statements." Forward-looking statements include statements regarding the company's growth plans, and 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, 2020 filed with the U.S. Securities and Exchange Commission ("SEC") on March 1, 2021, and the Company's Quarterly Report on Form 10-Q for the quarter ended October 2, 2021 filed with the SEC on November 12, 2021, as well as other factors described from time to time in the Company's other 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.

Media Contact

Zita Butler (EU media inquiries)
Zita.Butler@beyondmeat.com

Shira Zackai (US media inquiries)

Shira.Zackai@beyondmeat.com



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