UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

Date of Report (Date of Earliest Event Reported): September 5, 2019

BEYOND MEAT, INC.

(Exact name of registrant as specified in its charter)

001-38879

26-4087597 (I.R.S. Employer Identification Number)

(State or other jurisdiction of incorporation)

Delaware

(Commission File Number)

119 Standard Street

El Segundo, California 90245 (Address of principal executive offices, including zip code)

(866) 756-4112

(Registrant's telephone number, including area code)

Not Applicable

(Former Name or Former Address, if Changed Since Last Report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

□ Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)

Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)

D Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))

D Pre-commencement communications pursuant to Rule 13-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Securities registered pursuant to Section 12(b) of the Act:

 Title of each class
 Trading Symbol(s)
 Name of each exchange on which registered

 Common Stock, \$0.0001 par value
 BYND
 The Nasdaq Stock Market, LLC

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (17 CFR §230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (17 CFR §240.12b-2 of this chapter). Emerging growth company x

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

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Item 7.01. Regulation FD Disclosure.

On September 5, 2019, representatives of Beyond Meat, Inc. (the "Company") will begin making presentations using slides containing the information attached to this Current Report on Form 8-K as Exhibit 99.1 (the "Investor Presentation"). The Company expects to use the Investor Presentation, in whole or in part, and possibly with modifications, in connection with presentations to investors, analysts and others. A copy of the Investor Presentation will be available on the "Investors" section of the Company's website at www.beyondmeat.com.

The information contained in the Investor Presentation is summary information that is intended to be considered in the context of the Company's Securities and Exchange Commission ("SEC") filings and other public announcements that the Company may make, by press release or otherwise, from time to time. The Investor Presentation speaks only as of the date of this Current Report on Form 8-K. The Company undertakes no duty or obligation to publicly update or revise the information contained in the Investor Presentation, although it may do so from time to time. Any such updating may be made through the filing of other reports or documents with the SEC, through press releases or through other public disclosure. In addition, the exhibit furnished herewith contains statements intended as "forward-looking statements" that are subject to the cautionary statements about forward-looking statements set forth in such exhibit.

By filing this Current Report on Form 8-K and furnishing the information contained herein, the Company makes no admission as to the materiality of any information in this report that is required to be disclosed solely by reason of Regulation FD.

As provided in General Instruction B.2. of Form 8-K, the information included in this Current Report on Form 8-K, including Exhibit 99.1, is being furnished and shall not be deemed "filed" for the purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the "Exchange Act"), or otherwise subject to the liabilities of that Section, shall not be incorporated by reference into any registration statement or other document filed pursuant to the Securities Act of 1933, as amended, or the Exchange Act regardless of any general incorporation language in such filing.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits

Exhibit <u>Number</u>		Description

99.1 Investor presentation in use beginning September 5, 2019.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

By:

BEYOND MEAT, INC.

/s/ Mark J. Nelson

Mark J. Nelson Chief Financial Officer and Treasurer

Date: September 5, 2019



Disclaimer



This presentation contains, in addition to historical information, certain forward-looking statements that are based on our current assumptions, expectations and projections about future performance and events and relate to, among other matters, our future financial performance, our business strategy, industry and market trends, future expectations concerning our market position, future operations and capital expenditures.

Forward-looking statements generally contain words such as "believes," "expects, "may," "will," "should," "seeks," "approximately," "intends," "plans," "estimates," "anticipates," and other expressis that are predictions of or indicate future events and trends and that do not relate to historical matters. Forward-looking statements are based on information available at the time those statements are based on information available at the time those statements are based on information available at the time those statements are based on information available at the time those statements are based on information available at the time those statements. Important factors that could cause actual results to differ materially from expectations include, among others: our ability to effectively manage our growth; our ability to effectively expand our manufacturing and production capacity; our ability to successfully enter new markets, manage our international expansion and comply with any applicable laws and regulations; the effects of increased competition from our market competitors; the success of our marketing efforts and the ability to obtain financing arrangements on terms favorable to us or at all; availability and prices of raw materials for our products; outcomes of legal or administrative proceedings; the financial condition of, and our relations with our suppliers, co-manufacturers, distributors, retailers and foodservice customers; the ability to gursent and co-monufacturers to comply with food safety, environmental or other laws or regulations; and general economic conditions. We are under no duty to update any of these forward-looking statements affer the date of this presentation.

Our historical results are not necessarily indicative of the results to be expected for any future periods and our operating results for the three and six-month periods ended June 29, 2019 are not necessarily indicative of the results that may be expected for the fiscal year ending December 31, 2019 or any other interim periods or any future year or period.

This presentation also contains estimates and other statistical data obtained from independent parties and by us relating to market size and growth and other data about our industry and ultimate consumers. The number of retail and restaurant and foodservice outlets are derived from data through July 2019. This data involves a number of assumptions and limitations, and you are cautione not to give undue weight to such estimates and data. In addition, projections, assumptions and estimates of our future performance and the future performance of the geographic and other market which we operate are necessarily subject to a high degree of uncertainty and risk.

"The Beyond Burger," "Beyond Beef," "Beyond Chicken," "Beyond Meat," "Beyond Sausage," "Beyond Breakfast Sausage," "The Cookout Classic," "The Future of Protein" and "The Future of Prot Beyond Meat" and design are registered trademarks of Beyond Meat, Inc. in the United States and, in some cases, in certain other countries. All other brand names or trademarks appearing in thi presentation are the property of their respective holders. Solely for convenience, the trademarks and trade names in this presentation are referred to without the ® and ™ symbols, but such referer should not be construed as any indicator that their respective owners will not assert, to the fullest extent under applicable law, their rights thereto.

Non-GAAP Financial Measures

We present Adjusted EBITDA and Adjusted EBITDA as a % of net revenues to help us describe our operating performance. Our presentation of Adjusted EBITDA and Adjusted EBITDA as a % of revenues is intended as a supplemental measure of our performance that is not required by, or presented in accordance with, U.S. generally accepted accounting principles ("GAAP"). Adjusted EBITDA and Adjusted EBITDA as a % of net revenues should not be considered as an alternative to net loss, earnings per share or any other performance measures derived in accordance with G as measures of operating performance or operating cash flows or as measures of liquidity. Our presentation of Adjusted EBITDA should not be construed to imply that our future results will be unaffected by these items. See the appendix to this presentation for a reconciliation of Adjusted EBITDA and Adjusted EBITDA as a % of net revenue to mel loss as a % of net revenue to mel loss as a % of net revenue to mel loss as a % of net revenue to mel loss as a % of net revenue to mel loss as a % of net revenue to mel loss as a % of net revenue to mel loss as a % of net revenue to mel loss as a % of net revenue to mel loss as a % of net revenue to mel loss as a % of net revenue to mel loss as a % of net revenue to mel loss as a % of net revenue to mel loss as a % of net revenue to mel loss as a % of net revenue to mel loss as a % of net revenue to mel loss as a % of net revenue to mel loss as a % of net revenue to mel loss as a % of net revenue to melloss and net loss as a % of net revenue to melloss and net loss as a % of net revenue to melloss and net loss as a % of net revenue to melloss and net loss as a % of net revenue to melloss and net loss as a % of net revenue to melloss and net loss as a % of net revenue to melloss and net loss as a % of net revenue to melloss and net loss as a % of net revenue to melloss and net loss as a % of net revenue to melloss and net loss as a % of net revenue to melloss and net loss as a % of net revenue to melloss as a % of net reven

"Adjusted EBITDA" is defined as net loss adjusted to exclude, when applicable, income tax expense, interest expense, depreciation and amortization expense, restructuring expenses, share-based compensation expense, inventory losses from termination of an exclusive supply agreement with a co-manufacturer, costs of termination of an exclusive supply agreement with the same co-manufacturer, and expenses primarily associated with the conversion of our convertible notes and remeasurement of our preferred stock warrant liability and common stock warrant liability.

"Adjusted EBITDA as a % of net revenues" is defined as Adjusted EBITDA divided by net revenues.

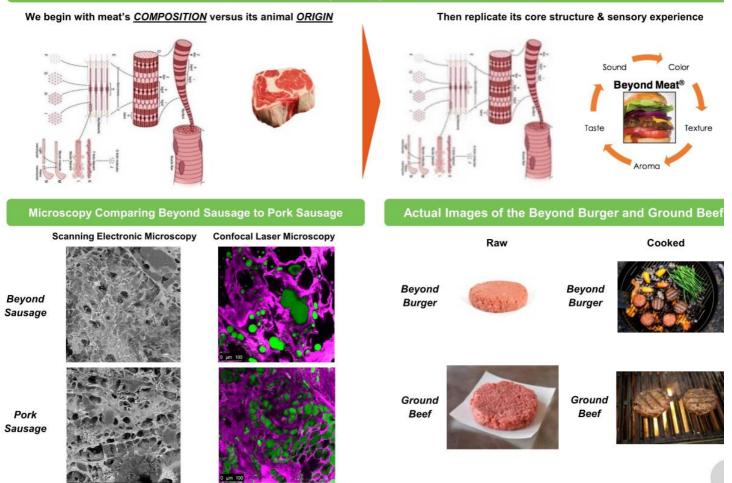
We use Adjusted EBITDA and Adjusted EBITDA as a % of net revenues because they are important measures upon which our management assesses our operating performance. We use Adjusted EBITDA and Adjusted EBITDA as a % of net revenues as key performance measures because we believe these measures facilitate operating performance comparison from period-to-period by excluding potential differences primarily caused by the impact of restructuring, asset depreciation and amortization, non-cash share-based compensation and non-operational charges including the impact to cost of goods sold and SG&A expenses related to the termination of an exclusive co-manufacturing agreement, early extinguishment of convertible notes and remeasurement of warrant liability. Because Adjusted EBITDA as a % of net revenues facilitate internal comparisons of our historical operating performance on a more consistent basis, we also use the measures for our business planning purposes. In addition, we believe Adjusted EBITDA and Adjusted EBITDA as a % of net revenues for our operational performance.



We Use Proprietary Science to Redefine Meat

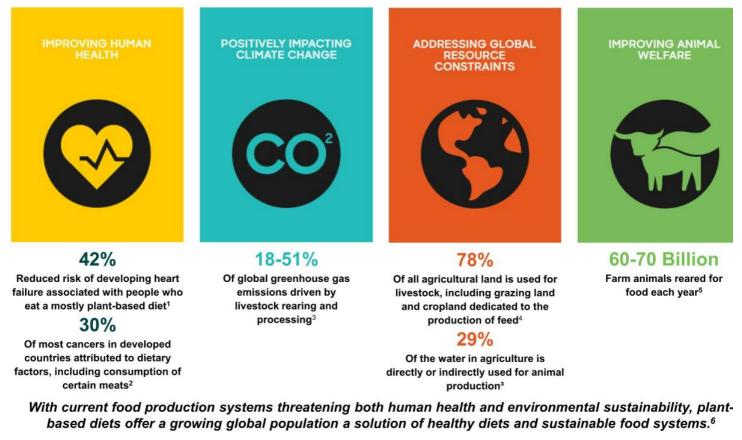


Beyond Meat's Proprietary Technology & Processes are Used to Replicate Animal Meat's Principal Components from Plant <u>Proteins</u>



We are Committed to Providing Products that Enable Consumers to Eat What You Love™





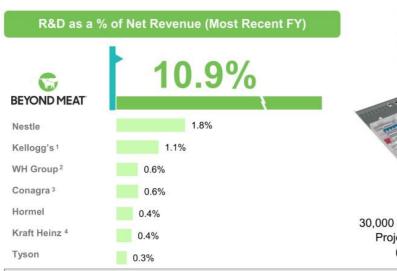
Plant Based Diet Associated with Less Heart Failure Risk Report, presented at the American Heart Association scientific meeting, November 13, 2017. Key, Timothy J. et al., Diet, nutrition and the prevention of cancer, Scientific background papers of the joint WHO/FAO expert consultation, Geneva, 28 January - 1 February 2002, Public Health Nutrition, Vol 7, No. 1(A), Supplement 1001, February 2004. Reprinted from Water Resources and Industry, Volumes 1–2, March-June 2013, P.W. Gerbens-Leenes, M.M. Mekonnen, A.Y. Hoekstra, The water footprint of poultry, pork and beef: A comparative study in different countries and production systems, Page No. 26, Copyright (2013), with permission from Elsevier. Livestock's Long Shadow-Environmental Issues and Options, Food and Agriculture Organization of the United Nations, 2006. Compassion in Word Farming, Strategic Plan 2013-2017. Food in the Anthropocene: the EAT–Lancet Commission on healthy diets from sustainable food systems, 2019.



Innovation is at the Core of our Company and is a Key Differentiator

Innovation Strategy Led by Highly Respected Team of Scientists

- Large, experienced team composed of scientists, engineers, researchers, technicians, and chefs
- Work seamlessly with internal chefs and food technologists to ensure the best quality in terms of taste, texture and other sensory attributes



State-of-the-Art Innovation Center

- R&D Application Lab
- Color / Encapsulation Lab
- Analytical Lab
- Chemical Lab
- Microbiology / Fermentation Lab
- Pilot Plant
- Test Kitchen





30,000 Sq. Ft Manhattan Beach Project Innovation Center (El Segundo, CA)

Beyond Meat's products are driven by proprietary technology and a relentlessly focused innovation team

¹ Parent company of Morningstar Farms.

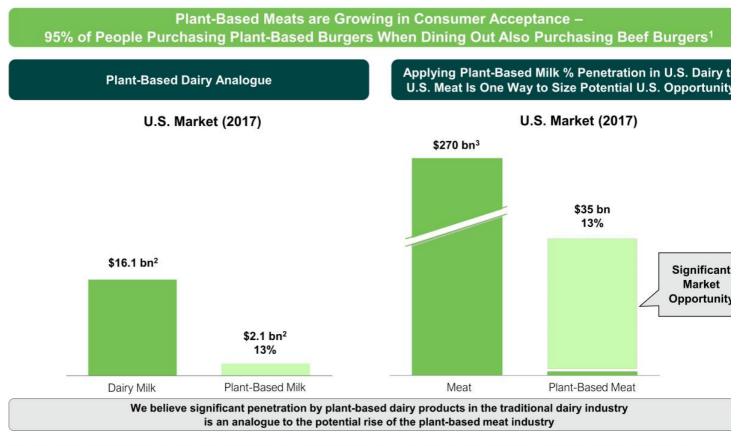
² Parent company of Smithfield.

³ Parent company of Gardein. ⁴ Parent company of Boca Bur

⁴ Parent company of Boca Burger.

Plant-Based Meat has a Significant Market Opportunity in the U.S. Alone





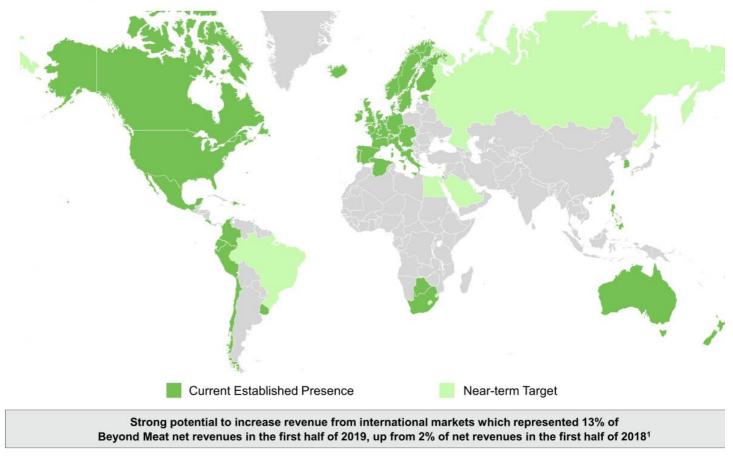
¹ According to NPD Group market research, during the year ended April 2019, beef burger buyers, who purchased beef burgers at quick service restaurants an average of 18 times, also purchased plant-based burgers 2 times in the period.

² Mintel Press Release ("US non-dairy milk sales grow 61% over the last five years"), January 4, 2018. ³ According to Fitch Solutions Macro Research, a division of Fitch Solutions, research data, August 6, 2018.

⁴ According to Nielsen data commissioned by the Plant Based Foods Association over the 52-week period ending June 16, 2018.



Opportunity to Serve Meat Eaters in Existing and New Geographies

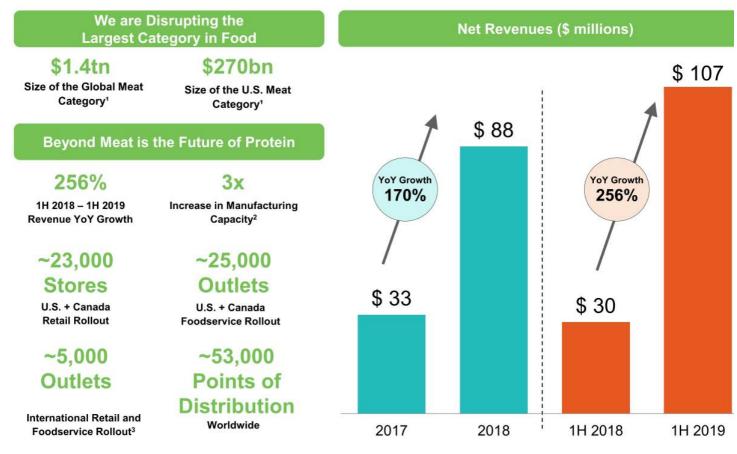


Source: Company data ¹ International sales excluding Canada.



Our Approach to Product and Strategy has Made Us a Leading Disruptor in the Meat Category





Note: 1H refers to six-month period ending June 30, 2018 or June 29, 2019, as applicable. Points of distribution, stores and outlets approximate as of July 2019.

¹ According to Fitch Solutions Macro Research, a division of Fitch Solutions, research data, August 6, 2018.
 ² As of end of Q1 2019, compared to end of Q2 2018.

³ Excludes Canada.

Momentum Has Continued Post-IPO



	At IPO	July 2019	Growth	
Total Points of Distribution (Worldwide)	~30,000	~53,000	+77%	
Retail	~17,000	~23,000	+35%	
Foodservice	~12,000	~25,000	+108%	
International ¹	~1,000	~5,000	+400%	
Brand Awareness				
Unaided brand awareness ²	6%	13%	+117%	
Total brand awareness ³	23%	34%	+48%	
(\$ millions)	Q2 2018	Q2 2019	Growth	
Net Revenues	\$17.4	\$67.3	+287%	
Gross Margin	15.0%	33.8%	+1,880bps	
Adjusted EBITDA⁴	\$(5.6)	\$6.9		

Note: Q2 refers to three-month period ended June 30, 2018 or June 29, 2019, as applicable.

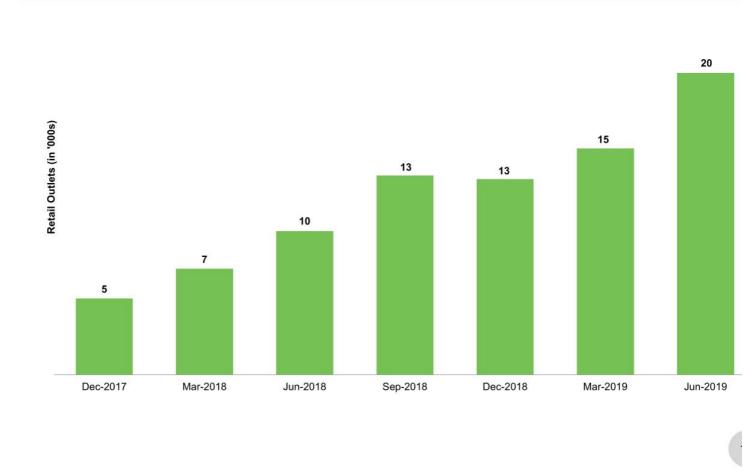
¹ International (excluding Canada) refers to both retail and foodservice points of distribution.
 ² Unaided brand awareness represents results of the answer to, "what brands, if any, come to mind when you think of a meat alternative product?" At IPO based on Oct 2018 survey of 1,004

² Onladed brand awareness represents results of the answer to, what brands, if any, come to mind when you think of a mean alternative product? At IPO based on Oct 2018 survey of 1,002 people, July 2019 based on July 2019 based on Oct 2018 survey of 1,002 people.
 ³ Total brand awareness represents the answer to "which of the following meat alternative brands have you heard of before today?" At IPO based on Oct 2018 survey of 1,004 people, July 2019 based on July 2019 survey of 1,002 people.
 ⁴ See appendix for reconciliation of Adjusted EBITDA to net loss.



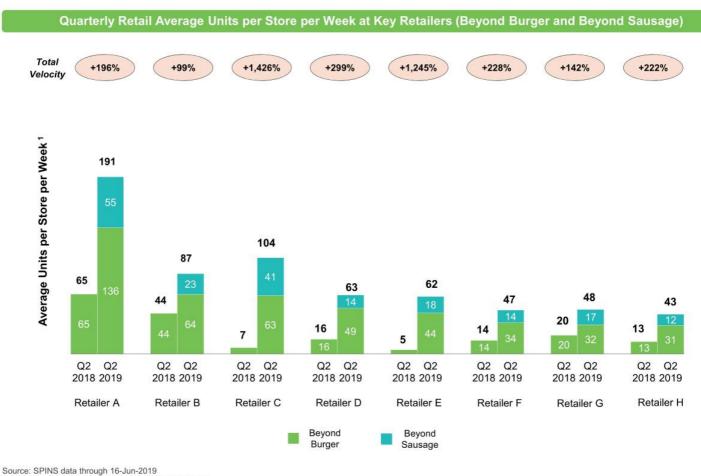
Strong Demand Led to the Aggressive Rollout of the Beyond Burger in Retail

Quarterly U.S. Retail Rollout of the Beyond Burger



Retail Velocities Continue to Increase

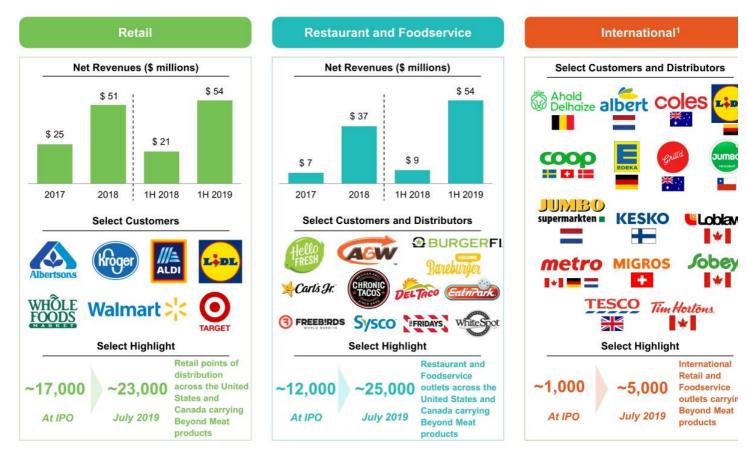




¹ Includes units of Beyond Burger and Beyond Sausage.

Beyond Meat is Building a Track Record of Success

We are Poised to Achieve Growth Across Three Distribution Channels



Note: 1H refers to six-month period ended June 30, 2018 or June 29, 2019, as applicable.

¹ International (excluding Canada) represented approximately 13% of 1H 2019 net revenues compared to 2% of 1H 2018 net revenues.

Recent Notable Updates



Beyond Meat Rapid & Relentless Innovation Program (BM2RI) Is Designed to Make Our Existing Products Obsolete, Generate New Products & Platforms, and Serve A Widening Circle of Customers

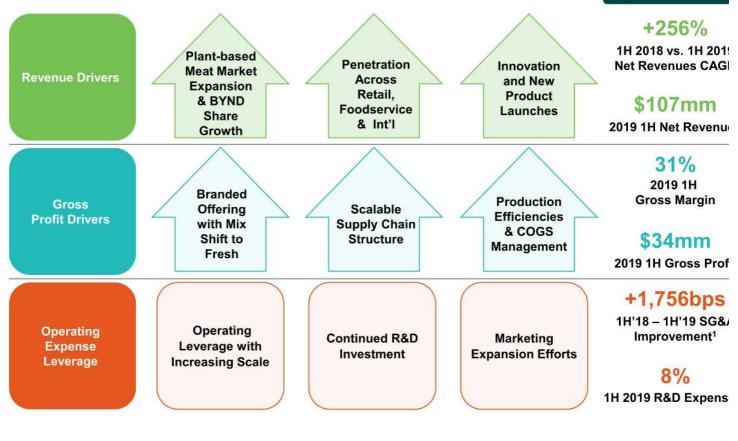




Key Financial Drivers



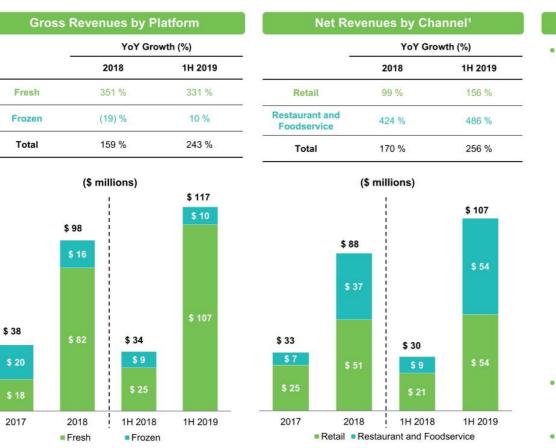
Key Financial Metric



Note: 1H refers to six-month period ended June 30, 2018 or June 29, 2019, as applicable. ¹ As a % of net revenues.



Strong Growth Profile

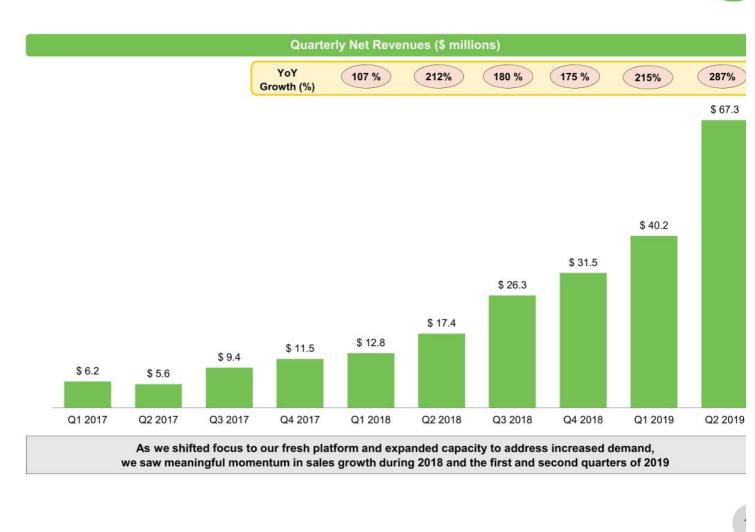


Note: 1H refers to six-month period ended June 30, 2018 or June 29, 2019, as applicable. ¹ International (excluding Canada) represented approximately 13% of 1H 2019 net revenues

Highlights

- Strong revenue growth, with multiple levers to further accelerate growth
 - Brand awareness continuing to build momentum
 - Continue growing distribution points and growing sales at existing ~53,000 POS as of July 2019
 - Continue to build on stroi partnerships with ~25,00 restaurants and foodservice outlets as of July 2019
 - International market expansion
- New product launches
- Continued investment in infrastructure and capabilitie to support future growth
- Expect fresh platform to be the main driver of growth ov next few years

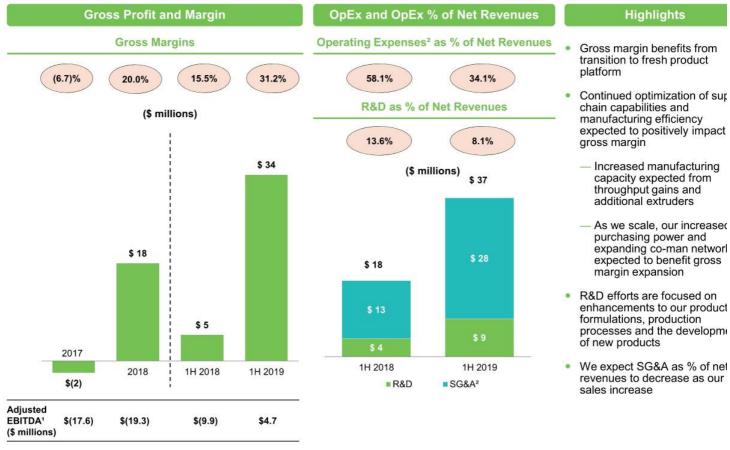
Evolution of Quarterly Revenues





Improving Margin Profile





Note: 1H refers to six month period ended June 30, 2018 or June 29, 2019, as applicable.

¹ See appendix for reconciliation of Adjusted EBITDA to net loss.

² Includes restructuring expenses.

- Increased manufacturing capacity expected from throughput gains and additional extruders As we scale, our increased purchasing power and
 - expanding co-man networl expected to benefit gross margin expansion R&D efforts are focused on

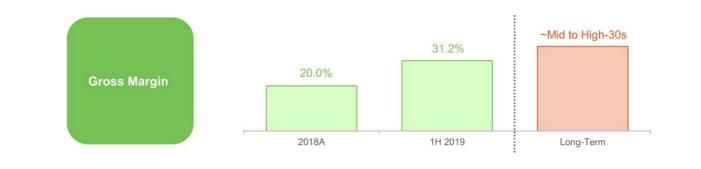
Highlights

- enhancements to our product formulations, production processes and the developme of new products
- We expect SG&A as % of net revenues to decrease as our sales increase

Targeted Long-Term Margin Structure



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Q2 2019 Performance Update



Highlights	(\$ millions)	Q2'18	Q2'19	Chang
 Net revenues increased 287% to \$67.3mm, primarily due to an increase in sales of fresh platform products, expansion in the number of retail and 	Net Revenues	\$17.4	\$67.3	+287%
foodservice points of distribution, international customers, and greater	Gross Profit	\$2.6	\$22.7	+771%
demand from existing customers	Gross Margin %	15.0%	33.8%	+1,880 L
 Gross margin expanded primarily due to an increase in total products sold and production efficiency improvements 	(Loss) Income from Operations	\$(7.3)	\$2.2	+\$9.4
 Operating income impacted by the continued investments in R&D and 	Net Loss	\$(7.4)	\$(9.4)	(27.7)%
manufacturing and supply chain expansion	Adjusted EBITDA ¹	\$(5.6)	\$6.9	+\$12.5
 Adjusted EBITDA margin as a % of net 	Adjusted EBITDA as a % of net revenues ¹	(32.2)%	10.2%	+4,240 b
revenues increased by 4,240 bps and turned positive, primarily due to increased net revenues and scaling of our fixed costs				
¹ See appendix for reconciliation of Adjusted EBITDA to net loss and Adjus	ted EBITDA as a $\%$ of net revenues to net loss as a $\%$ of net revenues	ß		:



Reconciliation of Non-GAAP Financial Measures



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Reconciliation to Adjusted EBITDA (unaudited)

	Year Ended				
(\$ millions)	12/31/2016	12/31/2017	12/31/2018	1H 2018	1H 2019
Net Loss, as Reported	(\$25.1)	(\$30.4)	(\$29.9)	(\$13.1)	(\$16.1)
Income Tax Expense	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0
Interest Expense	\$0.4	\$1.0	\$1.1	\$0.0	\$1.5
Depreciation and Amortization Expense	\$2.1	\$3.2	\$4.9	\$1.6	\$4.0
Restructuring Expenses ¹	\$0.0	\$3.5	\$1.5	\$0.6	\$1.2
Inventory Losses from Termination of Exclusive Supply Agreement ²	\$0.0	\$2.4	\$0.0	\$0.0	\$0.0
Costs of Termination of Exclusive Supply Agreement ³	\$0.0	\$1.2	\$0.0	\$0.0	\$0.0
Share-based Compensation Expense	\$0.7	\$0.7	\$2.2	\$0.7	\$2.7
Remeasurement of Warrant Liability	\$0.0	\$0.4	\$1.2	\$0.3	\$12.5
Other Income, Net ⁴	\$0.0	\$0.4	(\$0.4)	(\$0.1)	(\$1.0)
Adjusted EBITDA	(\$22.0)	(\$17.6)	(\$19.3)	(\$9.9)	\$4.7
Net Loss as a % of net revenues	(155.4%)	(93.3%)	(34.0%)	(43.4%)	(15.0%)
Adjusted EBITDA as a % of net revenues	(135.7%)	(53.9%)	(22.0%)	(32.8%)	4.4%

1 In connection with the termination of an exclusive supply agreement with a co-manufacturer in May 2017, we recorded restructuring expenses related to the impairment write-off of long-lived ass primarily comprised of certain unrecoverable equipment located at the co-manufacturer's site and company-paid leasehold improvements to the co-manufacturer's facility, and legal and other expenses associated with the dispute with the co-manufacturer.

² Consists of additional charges related to inventory losses incurred as a result of termination of an exclusive supply agreement with a co-manufacturer recorded in cost of goods sold.
 ³ Consists of additional charges incurred as a result of termination of an exclusive supply agreement with a co-manufacturer recorded in selling, general and administrative expenses.
 ⁴ Includes expenses primarily associated with the conversion of our convertible notes.

