



# BEYOND MEAT®

## BEYOND MEAT TAKES PLANT-BASED MEAT OUTDOORS AT THE ADIDAS TERREX OFF-MOUNTAIN GATHERING

**Building on their shared mission of health and sustainable development, Beyond Meat and adidas TERREX brought together outdoor enthusiasts to try the iconic Beyond Burger® and join in a range of thematic workshops**

**Shanghai, China** – August 6, 2021 – Beyond Meat, Inc. (NASDAQ: BYND), a leader in plant-based meat, linked up with adidas TERREX, adidas' high performance outdoor sports brand, to bring its plant-based meat to the outdoors community. Building on their shared values of sustainability and health, the two brands collaborated on a high-spirited consumer activation on August 5 – adidas TERREX Off-Mountain Gathering - in the middle of Shanghai's bustling city center. Outdoor lifestyle fans gathered at the exclusive event located at niko and..., the popular lifestyle and retail destination, to celebrate their love of the great outdoors and build community around a sustainable and healthy lifestyle.





## BEYOND MEAT®

As part of its mission to inspire consumers through satiating plant-based meat products, Beyond Meat offered attendees three premium variations of the iconic Beyond Burger® via a custom branded food station. In the lively communal space inspired by outdoors topography, attendees enjoyed their choice of a delicious Grilled BBQ Pineapple Beyond Burger, Grilled Everything Beyond Burger or Spicy Salsa Beyond Burger. Guests also took part in a series of workshops, including printmaking, upcycled bag customization and night cycling, to explore how to bring more creativity, sustainability and physical activity into everyday life.

Like all Beyond Meat products, the Beyond Burger is made with plant-based ingredients. Mouthwateringly juicy while also being better for people and for the planet, the Beyond Burger is becoming a globally-recognized brand of the growing cultural shift towards plant-based meat. As more consumers are becoming aware of the health and environmental implications of their everyday choices, Beyond Meat products offer a small but significant way of making an impact on healthy living, the planet and animal welfare -- all at the same time. The Beyond Burger is a rich source of protein with 20g per 113g serving, and 35% less saturated fat compared to standard 80/20 minced beef. The plant-based patty is also far more efficient and sustainable to produce than traditional minced beef. A 2018 Life Cycle Analysis conducted by the University of Michigan<sup>1</sup> found that producing the US Beyond Burger patty uses 99% less water, 93% less land, 46% less energy and emits 90% fewer greenhouse gas emissions than producing a ¼ lb. US beef burger patty.

Ivy Xu, Brand & PR Director, Beyond Meat China, said of the event, “Beyond Meat is thrilled to join up with adidas TERREX to support people in living an active and sustainable lifestyle. At Beyond Meat, we believe that the positive choices we all make, from what we eat to what we wear, can have a great impact on healthy living and the health of our planet.”

To find a collection of Beyond Burger recipes and to stay updated on the latest exciting happenings in China, visit the Beyond Meat [Chinese website](#) or follow @别样肉客 Beyond Meat on [Weibo](#) and WeChat.

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<sup>1</sup> [University of Michigan Life Cycle Analysis](#)



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## About Beyond Meat

Beyond Meat, Inc. (NASDAQ: BYND) is a global protein company, offering a portfolio of revolutionary plant-based meats. Founded in 2009, Beyond Meat products are made from simple, plant-based ingredients and designed to have the same taste and texture as animal-based meat, while being a nutritious and environmentally friendly option. 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 March 2021, Beyond Meat had products available at approximately 118,000 retail and foodservice outlets in over 80 countries worldwide. Visit [beyondmeatchina.com.cn](http://beyondmeatchina.com.cn), follow @别样肉客 BeyondMeat on Sina Weibo, and scan the QR code below to follow us on WeChat.



## Beyond Meat 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 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 April 3, 2021 filed with the SEC on May 13, 2021, 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.