



Beyond Meat™ Partners with Dicos to Launch the Beyond Burger® at Select Dicos Restaurants Throughout China

The new Trio-cheese Plant-Based Beef Burger is served on the iconic Dicos shaped bun and now available for a limited time

Chengdu, China, July 6, 2022 — Beyond Meat, Inc. (NASDAQ: BYND), a leading plant-based meat company, today announced a partnership with China’s homegrown western fast-food chain Dicos to launch The Beyond Burger® patty at select Dicos locations across China.¹ The new *Trio-cheese Plant-Based Beef Burger* will be available at Dicos starting July 6 and to celebrate the launch, consumers will have a chance to enjoy a second burger at half price for a limited time.²

The newly unveiled Trio-cheese Plant-Based Beef Burger features Beyond Meat's Beyond Burger patty topped with a trio-cheese sauce made from cheddar, blue and cream cheese, as well as black-pepper-flavored mushrooms on a buttery milk sesame seed bun for a rich meaty experience that is juicy, crave-able and simply delicious.

The Trio-cheese Plant-Based Beef Burger is priced at 25 RMB, which is at near parity with its animal-based protein counterpart offered at Dicos. The partnership between Beyond Meat and Dicos, one of China’s largest western quick service restaurants chains, will also provide emerging consumers in more Chinese cities the opportunity to enjoy plant-based protein while contributing to the growth of sustainable dining culture in the country.

Jeremy Yeo, Beyond Meat's Acting General Manager in China, said: “We know Chinese consumers are increasingly looking for more plant-based dietary options at an unbeatable value. That is why we are thrilled to team up with Dicos, a well-known quick service brand in China, to offer our new Trio-cheese Plant-Based Beef Burger to Dicos customers across the country at an affordable price, staying true to our mission of making our delicious plant-based protein more accessible than ever.”

Cui Kaijun, General Manager at Dicos, said: "We are delighted to join hands with Beyond Meat to add the Trio-cheese Plant-Based Beef Burger to our menu, providing consumers with a high-quality plant-based protein choice and helping to make plant-based meat a part of the local dining culture. The newly launched burger product will help customers discover plant-based meat's nutritional and sustainable benefits with each delicious meal they enjoy."

The Beyond Burger® is made from simple, plant-based ingredients and designed to deliver the mouthwatering taste, juicy texture, and versatility similar to animal-based burger patties. It is a rich source of protein with 16.5g

¹The Trio-cheese Plant-Based Beef Burger is not available at Dicos Jingqiao locations.

²A “buy one, get the second half price” discount will be offered for the new product from July 6 to September 6, 2022. A customer buying one Trio-cheese Plant-Based Beef Burger at the price indicated on the menu will be able to buy a second one at half price.

of protein per serving (100g). Each serving (100g) of Beyond Burger patties contains only 15.9g of fat, while that number for the traditional beef chuck is 31.7g.³

Beyond Meat products are also available at retailers such as the City Shop and Sam's Club, as well as on China's three major e-commerce platforms – JD.com, Tmall, and Pinduoduo.

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About Beyond Meat

Beyond Meat, Inc. (NASDAQ:BYND) is a leading plant-based meat 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 2022, Beyond Meat had products available at approximately 135,000 retail and foodservice outlets in over 90 countries worldwide. Visit 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 Beyond Meat's Annual Report on Form 10-K for the year ended December 31, 2021 filed with the U.S. Securities and Exchange Commission (“SEC”) on March 2, 2022, and the Company’s Quarterly Report on Form 10-Q for the quarter ended April 2, 2022 filed with the SEC on May 12, 2022, as well as other factors described from time to time in Beyond Meat’s

³ According to the sixth version of China Food Composition Tables (Standard Edition, Volume 2), 100g of the eatable beef shoulder (chuck) contains 31.7g of fat.

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.