



Beyond Meat™ Introduces New Product Category to its Portfolio with the Debut of Beyond Dumplings® in China

Beyond Meat's new dumplings are available in two varieties, Beyond Boiled Dumplings and Beyond Fried Dumplings, providing a delicious and convenient plant-based experience that serves the palate of Chinese consumers



SHANGHAI, China - November 16, 2022 – Beyond Meat, Inc. (NASDAQ: BYND), a leading plant-based meat company, today announced the launch of Beyond Dumplings® in the Chinese market. Designed to cater to the Chinese dining table by making the popular traditional delicacies available in a plant-based option, the new Beyond Dumplings are available in two varieties, boiled and fried, and are now available nationwide through the brand's e-commerce stores on Tmall and JD.com*.

The Beyond Dumplings are packed with mouthwatering Beyond Beef™ or Beyond Pork™ fillings, providing delicious, juicy and satisfying bites in both boiled dumplings and fried dumplings choices.

Beyond Boiled Dumplings are filled with a tasty blend of refreshing vegetables and Beyond Meat's plant-based meat, and wrapped in a delicate dumpling skin made from Inner Mongolian Hetao flour for a rich, "meaty" and chewy dumpling experience that is nostalgic of the hand-made dumplings of Northern China.

Beyond Boiled Dumplings are available in two flavor profiles:

- **Beyond Boiled Dumplings with Beyond Beef, Celery and Wood Ear Mushroom** contain around 190 kcal and 6.0 g of fat per serving (100g);
- **Beyond Boiled Dumplings with Beyond Pork, Shepherd's-purse and Nanohana** contain around 195 kcal and 5.3 g of fat per serving (100g).

Beyond Fried Dumplings combine Beyond Meat's plant-based meat and locally-inspired vegetables for a tender, juicy and savory dumpling filling. Wrapped in crispy gyozas, the pre-cooked dumplings make for

an authentic Asian mealtime favorite or a convenient all-day snacking option for the whole family that are available in two flavor profiles:

- **Beyond Fried Dumplings with Beyond Beef and Miso Wakame** contain around 187 kcal and 6.3 g of fat per serving (100g);
- **Beyond Fried Dumplings with Beyond Pork, Chinese Chives and Lettuce** contain around 185 kcal and 5.6 g of fat per serving (100g).

Jeremy Yeo, Beyond Meat's Acting General Manager in China, said: "We are excited to expand our product portfolio in China with the unveiling of our new Beyond Dumplings line. With this launch, we are proud to make plant-based protein more accessible to local consumers by enabling them to enjoy a traditional and ubiquitous Chinese dish without having to sacrifice on taste or nutrition."

With 12 pieces per package, the dumplings can be prepared in an air fryer, steamer, fry pan, oven or microwave, providing a convenient meal choice for anytime of the day that's ready in under (10) minutes.

The introduction of Beyond Dumplings follows other new Beyond Meat product launches in China this year, including the debut of [Beyond Meat Plant-Based Pork Patties](#). The company has also recently announced exciting foodservice partnerships in China with brands such as [Dicos](#). Beyond Meat's other products are also available at local retailers like City Shop and Sam's Club, as well as on China's three major e-commerce platforms — JD.com, Tmall and Pinduoduo.

*Availability and shipping timeline may vary by city.

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Media Contact

China: BeyondMeatCN@golin.com

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 September 2022, Beyond Meat branded products were available at approximately 188,000 retail and foodservice outlets in over 85 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 October 1, 2022 filed with the SEC on November 10, 2022, 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 Beyond Meat does update one or more forward-looking statements, no inference should be made that Beyond Meat will make additional updates with respect to those or other forward-looking statements.