



BEYOND MEAT™

BEYOND BEEF®



The newest iteration of Beyond Beef delivers an even-better, even-meatier and even-juicier experience with impressive advancements in taste and nutrition. Designed to deliver the meaty taste, juicy texture and culinary versatility of ground beef, Beyond Beef is perfect for tacos, pasta sauces, chilis and more.

The delicious, nutritious and sustainable plant-based ground beef is made from simple, plant-based ingredients, like peas and brown rice, without GMOs, bioengineered ingredients, soy or gluten. All of Beyond Meat's products are designed to deliver the same juicy, meaty taste and texture as animal-based meat, while being better for people and the planet.

In addition to its irresistible taste, the **new** Beyond Beef delivers strong nutritional benefits such as:



- ✓ 35% less total fat than 80/20 ground beef
- ✓ 35% less saturated fat than 80/20 ground beef
- ✓ More protein & iron than traditional 80/20 ground beef; 20g of protein per serving from peas & brown rice
- ✓ Fewer calories compared to 80/20 ground beef
- ✓ B vitamins and minerals comparable to the micronutrient profile of beef
- ✓ No cholesterol, antibiotics or hormones
- ✓ Certified Kosher and Halal

Beyond Beef is a delicious and convenient plant-based protein that can easily adapt to a multitude of dishes and cuisines to make plant-based meal prep easier than ever.

Ready to get cooking? Find Beyond Beef in the fresh meat section near your other Beyond Meat favorites at all major retailers nationwide (MSRP: \$9.99).

