



Beyond Meat™ Expands Its Portfolio in China with the Debut of Two Plant-based Pork Patties

Starting today, consumers can find the Plant-based Pork Patties on Beyond Meat's Tmall store

Available in two delicious flavors, Classic and Spicy, the protein-rich Plant-based Pork Patties are a convenient and nutritious option for a quick, satisfying meal



Shanghai, China - July 18, 2022 - Beyond Meat, Inc. (NASDAQ: BYND), a leading plant-based meat company, today announced the introduction of its latest product, Plant-based Pork Patties, to the Chinese market. The protein-rich and trans-fat-free new products mark Beyond Meat's latest offering available in Chinese retail, and makes it easier than ever for local consumers to enjoy delicious, nutritious plant-based protein.

Made from simple plant-based ingredients and available in two flavors – classic and spicy – Beyond Meat Plant-based Pork Patties are designed to deliver the delicious taste and juicy texture similar to traditional animal pork patties with added nutritional benefits. The Classic Plant-based Pork Patties contain around 16.4 g of protein and 21.1 g of fat per 100 g serving, while Spicy Plant-based Pork Patties contain about 17.1 g of protein and 22.4 g of fat per 100 g serving – much less than traditional animal pork patties (which have around 30.1 g of fat per 100g serving)¹. As the healthy diet is gaining popularity among young consumers in China², the Plant-based Pork Patties will satisfy the growing appetite for great-tasting home-cooked meals.

With eight patties per package, the Plant-based Pork Patties are a great plant-based protein option for cooking a nutritious family breakfast, weekly meal prep for the office, or just a balanced home-cooked dinner for wellness enthusiasts. Also a good fit for career go-getters needing a quality late-night snack, trend-setters preparing a weekend brunch, or fitness fanatics needing a post-workout protein boost, Beyond Meat's Plant-based Pork Patties are a convenient and accessible product for everyone.

“We are thrilled to expand our product portfolio in China with the debut of the Plant-based Pork Patties, enabling more Chinese consumers to incorporate nutritious plant-based protein into their diet throughout the day,” said Jeremy Yeo, Beyond Meat's Acting General Manager in China.

Beyond Meat's Plant-based Pork Patties are easy to prepare without defrosting and can be conveniently cooked from frozen to finished in under five minutes. Whether using a non-stick pan, skillet, stewing pot, or air fryer, Plant-based Pork Patties make it easier than ever for consumers to enjoy Beyond Meat's delicious, plant-based proteins any time of day.

The Plant-based Pork Patties are Beyond Meat’s second plant-based pork product available in China, which joins Beyond Pork™ in Beyond Meat’s product portfolio. Both plant-based pork products, along with Beyond Beef™, and the Beyond Burger® are produced locally at Beyond Meat’s manufacturing facility in Jiaxing, China.

Beyond Meat’s Plant-based Pork Patties are currently available on Tmall and will be offered at retailers in the near future.

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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 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.