



BEYOND MEAT® AND A&W CANADA SPICE THINGS UP WITH THE LAUNCH OF THE JALAPENO LIME BEYOND MEAT BURGER, A&W'S FIRST ALL PLANT-BASED BURGER BUILD

The new plant-based Jalapeno Lime Beyond Meat Burger is available for a limited-time at A&W Canada locations nationwide from February 14 to March 20

On February 14 only, guests can enjoy a smokin' 2-for-1 deal on the new burger to heat up their Valentine's Day plans

TORONTO, ON., – February 14, 2022 - Beyond Meat, Inc. (NASDAQ: BYND) and A&W Canada today unveiled the Jalapeno Lime Beyond Meat® Burger, A&W Canada's first all plant-based burger offering available nationwide now through March 20. The two brands know the way to a Canadian's heart is through their stomach, which is why they are introducing this delicious, new plant-based recipe to menus with a smokin' deal. Today only, fans can spice up their Valentine's Day plans by ordering a Jalapeno Lime Beyond Meat Burger at any participating A&W location nationwide¹ and receive a second one completely free. Date night sorted!

The plant-based Jalapeno Lime Beyond Meat Burger features a 7 grain bun, tomato, lettuce, red onion, Beyond Burger® patty and a spicy, tangy Jalapeno lime aioli. The Beyond Burger patty is made from simple plant-based ingredients without GMOs, soy or gluten, and its 20g of protein is derived from peas.

"The Beyond Meat Burger has been a fan-favourite since day one, and we're excited to offer our guests a new, fully plant-based option with delicious, bold flavours," said Julia Cutt, Director, Brand Communications and Digital Marketing, A&W Canada. "Here just in time for Valentine's Day, we're confident the Jalapeno Lime Beyond Meat Burger will satisfy meat-eaters and plant-based lovers alike."

"Through the debut of the Jalapeno Lime Beyond Meat Burger, we continue to excite and delight consumers with mouthwatering, no-compromise plant-based options – this time with an all plant-based build," said Heena Verma, Marketing Director, Canada, Beyond Meat. "We are proud to collaborate with A&W Canada, our longtime partner, to make plant-based burgers that are better for people and the planet more widely accessible to Canadians."

Torontonians can enjoy an additional special in-store Valentine's Day offering available in select restaurants in the area, while supplies last. The 2-for-1 Jalapeno Lime Hot Date Burger Bailout helps take the heat off anyone looking for a hot date and a hotter meal this Valentine's Day. The offering includes two tasty plant-based Jalapeno Lime Beyond Meat Burgers for the price of

¹ While supplies last

one, packaged up in an extra sweet Valentine's Day box. Toronto locals can pick up a Jalapeno Lime Hot Date Burger Bailout at three A&W locations in the GTA, while supplies last:

- 60 John Street, Toronto, ON.
- 167 Church St, Toronto, ON.
- 1390 Neilson Road, Scarborough, ON.

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About A&W Canada

A&W Canada is proud to be a Canadian company – 100% Canadian owned and operated, and one of the most trusted brands in the country. A leader in the QSR industry, we believe that sourcing simple, great-tasting ingredients, farmed with care is the right thing to do. Our brand, our restaurants, and our people are known for being innovators who champion and embrace change. We serve Canadians coast to coast with more than 1,000 restaurants across the country. For more information, please visit aw.ca.

Facebook: [AWCanada](https://www.facebook.com/AWCanada) | Twitter: [@AWCanada](https://twitter.com/AWCanada) | Instagram: [@AWCanada](https://www.instagram.com/AWCanada)

About Beyond Meat

Beyond Meat, Inc. (NASDAQ: BYND) is one of the fastest growing publicly-traded food companies in the United States, offering a portfolio of revolutionary plant-based proteins made from simple ingredients without GMOs, bioengineered ingredients, hormones, antibiotics or cholesterol. Founded in 2009, Beyond Meat products are designed to have the same taste and texture as animal-based meat while being better for people and the planet. 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 protein, we can positively impact four growing global issues: human health, climate change, constraints on natural resources and animal welfare. As of September 2021, Beyond Meat had products available at approximately 128,000 retail and foodservice outlets in over 85 countries worldwide. Visit www.BeyondMeat.com and follow [@BeyondMeat](https://www.instagram.com/BeyondMeat), [#BeyondBurger](https://www.facebook.com/BeyondBurger) and [#GoBeyond](https://www.facebook.com/GoBeyond) on Facebook, Instagram, Twitter and TikTok.

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, 2020 filed with the U.S. Securities and Exchange Commission (“SEC”) on March 1, 2021, and Beyond Meat’s Quarterly Report on Form 10-Q for the quarter ended October 2, 2021 filed with the SEC on November 12, 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.

For further information:

Amanda Schuman

amanda.schuman@beyondmeat.com