



Beyond Meat® Expands Availability of Beyond Chicken® Tenders at over 8,000 New Outlets Nationwide, Including Grocery, Pharmacy and Club Stores

Albertsons, CVS, Kroger, Sprouts and Whole Foods Market among new retailers to offer the popular plant-based chicken tenders

EL SEGUNDO, CA, April 12, 2022 -- Beyond Meat, Inc. (NASDAQ: BYND), a leader in plant-based meat, today announced that it is significantly increasing the availability of its Beyond Chicken® Tenders at leading retail outlets across the country, including supermarkets, pharmacies and club stores. Starting today, Beyond Chicken Tenders are available at select Albertsons, CVS, Sprouts and Whole Foods Market stores nationwide, and are expanding into all Kroger banners throughout April. With this expansion, Beyond Meat, the #1 selling plant-based meat brand in the refrigerated category in retail¹ and across total foodservice², continues to increase accessibility to delicious plant-based protein for consumers everywhere.

Beyond Chicken Tenders deliver the crispy, juicy and flavorful chicken tender experience consumers know and love, with the added nutritional and environmental benefits of plant-based meat. Made from simple, plant-based ingredients, Beyond Chicken Tenders have 50% less saturated fat than the leading brand of traditional breaded chicken nuggets, and no antibiotics, hormones or cholesterol. The protein in Beyond Chicken Tenders is derived from the nutrition-packed faba bean, an optimal ingredient for replicating the taste and texture of traditional chicken tenders.

“Building on the positive momentum of our recent chicken launches, we’re excited to significantly expand the availability of our Beyond Chicken Tenders by showing up in more places for our consumers – from their favorite supermarket or drugstore, to large warehouse clubs – making delicious, nutritious and sustainable plant-based meat more accessible than ever before,” said Deanna Jurgens, Chief Growth Officer, Beyond Meat.

Beyond Chicken Tenders were [first introduced to retail](#) in 2021 in outlets like Walmart, Jewel-Osco, Safeway NorCal, Harris Teeter, Giant Food and ShopRite following a successful debut in [restaurants](#) across the country. In recognition of its groundbreaking taste and versatility, the National Restaurant Association Show awarded Beyond Chicken Tenders the prestigious [2021 FABI Food and Beverage award](#).

Additionally, Beyond Meat has rolled out a series of successful poultry innovations via limited time offers at popular restaurant chains across North America including [Beyond™ The Original Orange Chicken™](#) at Panda Express across 10 markets and [Beyond Meat Nuggets](#) at all A&W Canada stores nationwide in 2021 and [Beyond Fried Chicken®](#) at KFC locations throughout the US in 2022.

¹ SPINS 52 weeks ending 3/20/22, Total US MULO and NEC

² The NPD Group/SupplyTrack® 52 weeks ending 2/26/22 plant-based proteins, Total US excluding food stores and commercial large chains



As the U.S. plant-based meat company with the highest brand awareness³, Beyond Meat is helping to champion a more sustainable food system and drive the category forward with its innovative new chicken products.

Beyond Chicken Tenders come pre-cooked, ready-to-heat in the air fryer, oven or microwave for a crowd-pleasing meal that's ready in under 10 minutes. Check out Beyond Meat's [recipe page](#) for cooking inspiration. To find Beyond Chicken Tenders at a retailer near you, visit Beyond Meat's [store locator](#).

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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 made from simple ingredients without GMOs, 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 December 2021, Beyond Meat had products available at approximately 130,000 retail and foodservice outlets in over 90 countries worldwide. Visit www.BeyondMeat.com and follow @BeyondMeat, #BeyondBurger and #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, 2021 filed with the U.S. Securities and Exchange Commission ("SEC") on March 2, 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

³ Bovitz Brand Awareness Study, January 2022, n=1,004



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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.

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