

Beyond Meat® launches NEW Beyond Smashable Burger™, a 2.5oz patty, for U.S. Foodservice channel

El Segundo, Calif. May 18, 2023 — Beyond Meat, Inc. (NASDAQ: BYND), a leader in plant-based meat, has announced the development of its latest product innovation for the U.S. Foodservice channel - the Beyond Smashable Burger™.

Craveable, stackable, plant-based: the NEW Beyond Smashable Burger delivers everything consumers crave with the added nutritional and environmental benefits of plant-based meat. With a juicy, tender center and crispy, caramelized exterior, the 2.5oz patty provides a customizable experience so that foodservice operators can create the perfect smash-style burger option to fit their menu. Ready-to-smash to any size, these patties cook in just three minutes and are perfect for guests to enjoy on single, double and triple stack builds. The Beyond Smashable Burger packs 13g of plant-based protein (per patty), with 35% less saturated fat¹ and no cholesterol, no GMOs, no added soy ingredients, and no added hormones or antibiotics.

The Beyond Smashable Burger was developed specifically for the U.S. Foodservice channel, with restaurant operators and their guests in mind. While smash-style burgers have been popping up in headlines and social media feeds, plant-based burgers have been the fastest-growing term on menus over the last four years (+1,150%), with a third of consumers expressing interest in plant-based burgers.² Beyond Meat worked closely with its customers to understand opportunities for operational optimization, and a smashable burger patty consistently came up. “We’ve used Beyond Meat for our burger platform for years, and our guests love it,” says Chef Spike Mendelsohn, Executive Chef and Co-Founder of PLNT Burger. “The new Beyond Smashable Burger is the perfect format for getting a smash on the griddle which helps form a crispy crust while keeping the patty juicy, and it’s a more efficient solution for our restaurant operations and store team members.”

“With an unformed patty and quick cook time, the Beyond Smashable Burger offers restaurant operators a delicious, versatile and unique plant-based solution for their menus,” says Dawn Lockwood, VP of Foodservice Sales, North America. “We worked closely with foodservice operators to create a product specifically tailored to the needs of their kitchens, and are thrilled to expand our burger portfolio by offering the new 2.5oz size Beyond Smashable Burger.”

The Beyond Smashable Burger is now available at DOT Foods nationwide, and joins Beyond Meat’s extensive foodservice product portfolio which includes the 4oz and 6oz Beyond Burger® in addition to the 2lb and 10lb Beyond Beef® bulk solutions. To learn more, request samples, or contact a Beyond Meat sales representative, please visit www.beyondmeat.com/en-US/food-service/.

¹Compared to USDA 80/20 ground beef

²Datassentials, Burger Trends, 2023, n=1,500 consumers surveyed