Beyond Meat® Announces Entrance into Canadian Retail Timed to the Start of Summer BBQ Season

The brand's popular plant-based Beyond Burger™ will be arriving in May at more than 3,000 Canadian grocery stores nationwide

Toronto, ON, April 23, 2019 – Arriving just in time for summer BBQ season, Beyond Meat® announced today that for the first time, its plant-based Beyond Burger™ will be available in the meat case at Canadian retail outlets nationwide at Co-op Food Stores, Fresh Street Market, IGA, Loblaw, Longos, Metro, Save On Foods, Sobeys, and Whole Foods Market.

 "On the heels of our successful launch with A&W that introduced Canadians to the delicious taste of The Beyond Burger, retail is the natural next step for our brand," said Beyond Meat Founder and CEO Ethan Brown. "We couldn't be more excited that just in time for the summer BBQ season, Canadians can now enjoy our burgers at home with friends and family, while receiving the added health and environmental benefits of plant-based meat."

The Beyond Burger® is the first plant-based burger that's designed to look, cook and satisfy like beef but is made entirely from plants without soy, gluten or GMOs. The delicious plant-based patty boasts 20g of protein with less total & saturated fat than a traditional beef burger, making it the perfect mealtime solution for a growing consumer segment in search of more nutritious and environmentally sustainable protein options.

"We are about accessibility and meeting people where they're at in their journey-- whether you're a hardcore carnivore or a strict vegan, you should be able to have our burgers, enjoy what you're eating and feel great afterward," continued Brown.

According to the 2019 Canada Food Guide, Canadians are encouraged to diversify their protein sources, with an emphasis on incorporating more plant-based proteins. Beyond Meat works in service of that vision by sourcing the same building blocks of meat -- proteins, fats, trace minerals and water --- directly from the plant kingdom, and then using them to rebuild meat from the ground up without sacrificing taste or texture. This innovative approach results in a delicious burger that is better-for-you and uses fewer natural resources than traditional livestock production.

The Beyond Burger (MSRP $7.49-7.99CAD) will be available in the meat case at the following retailers and other independent & natural food stores by end of May (price & participation may vary):

- **Co-op Food Stores**
- **Georgia Main Food Group**: Fresh Street Market & IGA
- **Loblaw**: Fortinos, Maxi and Superstore
- **Longos**
- **Metro**: Food Basics and Super C
- **Save On Foods:** PriceSmart, Urban Fare

- **Sobeys**: Foodland, Freshco, IGA, IGA Extra, Price Chopper, Rachelle-Béry, Safeway, Sobeys Urban Fresh and Thrifty Foods
- **Whole Foods Market**

  Call your local grocer to confirm availability. For the latest list of places carrying Beyond Meat, check the Where to Find tab on the Beyond Meat website.

About Beyond Meat

Based in Los Angeles, California, Beyond Meat was founded in 2009 with a mission of building meat directly from plants to positively benefit human health, climate change, natural resource conservation, and animal welfare. Championing these values are Beyond Meat's roster of investors and ambassadors, including Kyrie Irving, Leonardo DiCaprio, Snoop Dogg, Shaquille O'Neal, Jessica Chastain, Shaun White, Chris Paul, Lindsey Vonn, DeAndre Hopkins, Liza Koshy, Thomas Middleditch, Tony Gonzales, Bill Gates, Jack & Suzy Welch and many more. Spanning frozen and fresh, Beyond Meat's portfolio of plant-based proteins are sold at more than 30,000 retail and food service outlets worldwide. To stay up to date on the latest, visit www.BeyondMeat.com and follow @BeyondMeat, #BeyondBurger and #GoBeyond on Facebook, Instagram and Twitter. Beyond Meat, the Beyond Meat logo and Beyond Breakfast Sausage are trademarks or registered trademarks of Beyond Meat, Inc., in the U.S. and in other countries.

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