



# BEYOND MEAT®

## **BEYOND CHICKEN® TENDERS WIN PRESTIGIOUS NATIONAL RESTAURANT ASSOCIATION AWARD, IN ADVANCE OF ITS NATIONAL FOODSERVICE LAUNCH LATER THIS YEAR**

*The plant-based chicken tenders were named a 2021 FABI Award Winner for Best New Product Innovation*

EL SEGUNDO, Calif., May 13, 2021 -- Beyond Meat, Inc. (NASDAQ: BYND), a leader in plant-based meat, has been awarded the prestigious 2021 FABI Award from the National Restaurant Association Show for its latest foodservice product innovation, Beyond Chicken® Tenders. Crafted to look, cook and taste like traditional breaded chicken tenders, Beyond Chicken Tenders are breaded to perfection for a crispy outside and irresistibly juicy, tender bite. In consumer tests, Beyond Chicken Tenders scored at parity for taste-preference with animal-based chicken tenders, making them the perfect on-menu choice for appetizers, entrees or as an ingredient in salads, sandwiches and tacos.

As consumer demand for chicken from quick-service restaurants<sup>1</sup> and demand for plant-based meat continues to rise<sup>2</sup>, Beyond Meat has worked to perfect its recipe for a best-in-class plant-based chicken that will exceed restaurateur and consumer expectations alike. Beyond Chicken Tenders come ready to cook and in addition to its craveable taste, deliver strong nutritional benefits with 14 grams of protein and 40% less saturated fat than the leading foodservice chicken tender. Like all Beyond Meat products, Beyond Chicken Tenders are made from simple, plant-based ingredients without GMOs. Beyond Meat launched its first chicken product in 2012 and since then, nearly a decade of innovation and research has gone into delivering the crispy, juicy and flavorful chicken tender experience consumers love.

“Beyond Meat has a long heritage with our plant-based chicken line and we’re thrilled to see our most recent innovation work result in Beyond Chicken Tenders being recognized as a category-leading product by the National Restaurant Association. With the introduction of Beyond Chicken Tenders in foodservice, we’re helping to increase accessibility to absolutely delicious, plant-based meat and bring increased choice to menus nationwide,” said Tim Smith, VP of Foodservice Sales, North America.

Beyond Meat is the #1 selling plant-based meat brand across foodservice<sup>3</sup> and its products are sold at approximately 39,000 foodservice locations throughout the United States and 23,000 foodservice locations internationally. Beyond Chicken Tenders mark Beyond Meat’s 5th straight FABI win and are a result of Beyond Meat’s commitment to rapid and relentless innovation.

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<sup>1</sup> [QSR Magazine](#)

<sup>2</sup> [Good Food Institute](#)

<sup>3</sup> The NPD Group/SupplyTrack® 12 weeks ending 4/3/21 plant-based proteins, Total US excluding food stores and commercial large chains



## BEYOND MEAT®

Beyond Chicken Tenders will be available to foodservice operators in the U.S. later this year. Interested in adding Beyond Chicken Tenders to your menu? [Contact us today.](#)

### **About Beyond Meat**

Beyond Meat, Inc. (NASDAQ: BYND) is one of the fastest growing food companies in the United States, offering a portfolio of revolutionary plant-based meats 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 meat, we can positively impact four growing global issues: human health, climate change, constraints on natural resources and animal welfare. As of March 2021, Beyond Meat had products available at approximately 118,000 retail and foodservice outlets in over 80 countries worldwide. Visit [www.BeyondMeat.com](http://www.BeyondMeat.com) and follow @BeyondMeat, #BeyondBurger and #GoBeyond on Facebook, Instagram and Twitter and @BeyondMeatOfficial on 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 the Company'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 the Company's Quarterly Report on Form 10-Q for the quarter ended April 3, 2021 to be filed with the SEC, 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.