



Beyond Meat Redefines How Americans Think About Meat

Plant Protein Products Align with 2015 Dietary Guidelines Advisory Committee Recommendations

Greater Emphasis on Environmental Impact in Addition to a Healthy Diet

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By Beyond Meat



EL SEGUNDO, Calif., Feb. 20, 2015 /PRNewswire/ -- For the first time, expert recommendations released today for the upcoming 2015 Dietary Guidelines call for healthy eating and food production that is environmentally sound, particularly when it comes to how Americans consume protein. While the beef industry may be on its heels, the burgeoning Beyond Meat® brand is leading the charge with its revolutionary meat made 100 percent from plants.

Issued by a 12-member expert committee convened by the US Departments of Health & Human Services (HHS) and Agriculture (USDA), the new recommendations take into account the importance of sustainable food production.

In the wake of growing criticism around the carbon footprint of meat production and an increased focus on plant sources of protein for Americans' diets, Beyond Meat's popular products like its new Beast Burger are a nutrient-packed solution for people trying to reduce meat consumption as recommended in the updated guidelines.

"Our goal is to change the way people eat by offering a plant-based protein that has better nutrition while helping the environment, and the dietary guidelines advisory committee seems to support this direction," said Ethan Brown, CEO and founder, Beyond Meat. "The new Beast Burger is an example of a totally new meat, and it's definitely not your typical veggie burger. With more protein and iron than beef as well as more omegas than salmon and a proprietary blend of nutrients, it is free of GMOs, soy and gluten, not to mention zero animal fat and cholesterol. It fires up on the grill just like a burger and tastes great with your favorite toppings."

The committee's 2015 USDA Guidelines recommendations include:

- Adopting a healthy eating pattern with fewer red and processed meats

- Understanding the relationship between good nutrition and good for the environment
 - Incorporating a diet higher in plant-based foods and lower in animal-based foods for less environmental impact (greenhouse gas emissions, land use, water use, and energy use)
- Beyond Meat products are available nationwide and include Beyond Beef Crumbles and Meatballs; Beyond Chicken Strips, Tenders and Poppers; and the new Beast Burger. All Beyond Meat products are made with 100 percent plant protein using non-GMO pea or soy protein, offering a healthier and more sustainable source of protein that still satisfies cravings for the meat dishes people love.

"Beyond Meat is the future of protein, and we're continuing to innovate to deliver great-tasting, quality products to consumers," said Brown. "Our products are assemblies of amino acids, fats and water just like what you're getting from an animal. We offer the same taste and texture of meat, minus the negative nutritional or environmental impact."

Beyond Meat believes there is a better way to feed the planet. Its mission is to create mass-market solutions that perfectly replace animal protein with plant protein to reduce the world's consumption of animal meat. Beyond Meat is a privately held company with high-profile investors, including Bill Gates; The Obvious Corporation (founded by Twitter co-founders Evan Williams and Biz Stone); investment firms Kleiner Perkins Caufield & Byers, Morgan Creek Capital, DNS Capital (representing Gigi Pritzker Pucker and Michael Pucker); Seth Goldman, founder of Honest Tea; and the Humane Society of the United States.

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