



meals each month. There is a dish for every skill level, and customers are invited to order and re-order any meals they like, which is a unique feature amongst the other offerings in the market today.

"The pairing of our products with the ease and convenience of the Chef'd service is a powerful combination that will make it even easier for families to cook delicious, nutritious plant-based meals" says Ethan Brown, founder and CEO of Beyond Meat. "And of course, we're happy that our customers have one more great way to get Beyond Meat. The simplicity of having a meal kit delivered to your door is something we've long heard our customers request. We're happy we can finally give it to them."

In this new partnership with Beyond Meat, customers can order their Chef'd meals by visiting <http://www.chefd.com/collections/beyond-meat>. All Chef'd offerings for Beyond Meat are available for delivery within 1-2 days of placing an order as late as 6pm EST, five days a week, Tuesday Saturday. Each insulated box includes fresh, pre-portioned, high quality ingredients for 2 or 4 meals, a step-by-step recipe card with visuals, calorie information, spice level, common allergens, and a suggestion for the perfect beer or wine pairing. There is a dish for every skill level, and customers are invited to create traditional meals or try a recipe with unfamiliar or hard to find ingredients.

#### **About Chef'd:**

Chef'd is the first and only meal store delivering fresh, high quality ingredients, pre-portioned for recipes created by top chefs, culinary influencers and leading lifestyle media brands. Launched in April of 2015, Chef'd is focused on helping consumers create better meals, eliminate food waste, and save on overall grocery costs, all without subscription or membership fees. Chef'd offers the only always-on recipe collection, enabling consumers to return again and again to order their favorite meals from partners including [allrecipes.com](http://allrecipes.com), Weight Watchers, Men's Health, PureWow, Paleo Magazine, Vegetarian Times and from renowned chefs. Headquartered in El Segundo, California Chef'd delivers nationwide.

#### **About Beyond Meat:**

Based in El Segundo, California, Beyond Meat is a privately held company that is on the cutting edge of plant protein research and development. With a goal of driving innovation and progress, the company provides plant-based protein foods without sacrificing the taste, chew or satisfaction of meat. Investors include Bill Gates; Kleiner-Perkins Caufield & Byers; the Obvious Corporation and Obvious Ventures (Twitter co-founders Biz Stone and Ev Williams); Morgan Creek Capital; DNS Capital, representing the business interests of Gigi Pritzker and Michael Pucker; Taiwan's Tsai Family, through its family office WTT Investment; S2G Ventures; Seth Goldman, founder of Honest Tea. Visit [www.BeyondMeat.com](http://www.BeyondMeat.com), Twitter @Beyond Meat or Facebook.com/BeyondMeat.

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