



# BEYOND MEAT®

## Beyond Meat® Introduces the Revolutionary Plant-Based Beyond Burger® in France together with Casino Group Brands

January 31, 2020

*The plant-based burger designed to look, cook, and satisfy like a beef burger makes its debut in Monoprix, Franprix, Géant and Casino Supermarchés across 500 locations starting 03 February 2020.*

Beyond Meat, a leader in plant-based meat, today announced the introduction of its revolutionary Beyond Burger at 500 supermarket locations in France. Casino Group is the first major retailer in France to sell Beyond Meat's portfolio of revolutionary plant-based proteins and offer the Beyond Burger and Beyond Sausage® in selected stores of local brands Monoprix, Franprix, Casino Supermarchés and Géant.

"Consistent with our mission to enable consumers to Eat What You Love™ while loving the benefits of plant-based protein, we are excited to introduce French consumers to the delicious taste and texture of Beyond Burger", said Bram MEIJER, Beyond Meat's Regional Marketing Director for EMEA. "Our aim is to make plant-based protein more accessible, and we're proud to advance that goal by entering into partnership with Casino Group, one of the largest retailers in France."

Corinne AUBRY-LECOMTE, Industrial, Innovation and Quality Director at Casino Group said, "Whether for reasons of lifestyle, taste, environmental or animal welfare concerns, more and more French consumers are directing their diet towards plant-based proteins. We are always looking for products to expand our range of plant-based products and offer customers alternative choices. We're thrilled to offer our customers the Beyond Burger and Beyond Sausage. As a leader in plant-based meat, Beyond Meat's ground-breaking products have revolutionized how consumers enjoy protein."

Casino Group brands will feature:

- Beyond Burger in a pack of two in the frozen section of Franprix stores in the Paris region, and nationally in Géant and Casino Supermarchés
- Beyond Burger in a pack of two in the chilled section of Monoprix in the Paris region
- 10 pack of Beyond Sausage exclusively at Géant and Casino Supermarchés nationally

### About Beyond Meat

The Beyond Burger is designed to appeal to our growing fan base of carnivores and flexitarians who are looking for delicious, satiating plant-based protein without the compromise. The Beyond Burger has:

- No soy
- No gluten
- No cholesterol
- No GMOs
- Generates 90% less greenhouse gas emissions, requires 46% less energy, has 99% less impact on water scarcity and 93% less impact on land use versus a ¼-lb, standard 80/20 U.S. beef burger<sup>1</sup>

Comprised of the same core parts as meat - proteins, fats, carbohydrates and water - the Beyond Burger is made using simple, plant-based ingredients. Peas provide the protein; beetroot provides the meaty red hue and coconut oil and potato starch offer mouth-watering juiciness and chew. The result is a remarkable plant-based patty designed to look, cook and satisfy like beef.

The retail introduction in France follows the successful launch of the Beyond Burger across various European supermarket chains last year, including the likes of Albert Heijn, Delhaize, Tesco and Coop. Select locations feature the Beyond Sausage, the company's innovative plant-based sausage designed to look, sizzle and satisfy like pork. Beyond Meat products are also available at various French quick-service restaurants such as PNY, Rosaparks and Steak & Shake.

<sup>1</sup>Heller, Martin C. and Keoleian, Gregory A. (2018) "Beyond Meat's Beyond Burger Life Cycle Assessment: A detailed comparison between a plant-based and an animal-based protein source." CSS Report no.18-10, University of Michigan: Ann Arbor 1-38

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### 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 proteins. Founded in 2009, Beyond Meat has a mission of using simple, plant-based ingredients applied in fresh ways to replicate the taste, texture and other sensory attributes of popular animal-based meat products while offering the nutritional and environmental benefits of plant-based proteins. Beyond Meat's brand commitment, "Eat What You Love," represents a strong belief that by eating its portfolio of plant-based proteins, consumers can enjoy more, not less, of their favorite meals, and by doing so, help address concerns related resource conservation and animal welfare. Beyond Meat's portfolio of fresh and frozen plant-based proteins are sold at more than 58,000 retail and foodservice outlets in more than 50 countries worldwide. Visit [www.BeyondMeat.com](http://www.BeyondMeat.com) and follow @BeyondMeat, #BeyondBurger and #GoBeyond on Facebook, Instagram and Twitter.

## **About Casino Group**

Casino Group is a well-established and key player in the French retail industry as well as a leader in the global food retail market, with more than 11,000 stores worldwide - in France, Latin America and in the Indian Ocean region. The Group has built up a portfolio of strong, dynamic and complementary banners, thanks to its workforce of over 220,000 people driven by a passion for retail and customer service, generating consolidated net sales of €34.6bn in 2019. In all of its host countries, the Casino Group focuses its development on the formats with the highest potential and ability to adapt in order to meet customer needs, both today and in the future. For more information, [www.groupe-casino.fr](http://www.groupe-casino.fr). For more information, [www.groupe-casino.fr](http://www.groupe-casino.fr).

## **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 Beyond Meat's Form 10-Q for the quarter ended September 28, 2019 filed with the U.S. Securities and Exchange Commission ("SEC") on November 12, 2019, 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.

## **PRESS CONTACTS**

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