



**BEYOND MEAT<sup>®</sup>**

# A Start-up, Out To Change The World



Driven by a Founder who recognized the fastest way to making a difference in the world is through the dinner plate.



Propelled by great taste and developed over 10 years at the University of Missouri—the world's best scientists, engineers, food technologists, and chefs continue to innovate at the company's new state-of-the-art innovation center.



Meeting the skyrocketing demand for plant-based meats: 70% of meat eaters are substituting a non-meat protein in a meal at least once a week.\*



# Investors – Global Leaders Who Believe We Are The Future Of Protein

Backed by investors that see us as world-changers, not just another food company. These are the guys who founded Microsoft and Twitter, and backed Google, Amazon, AOL, etc.



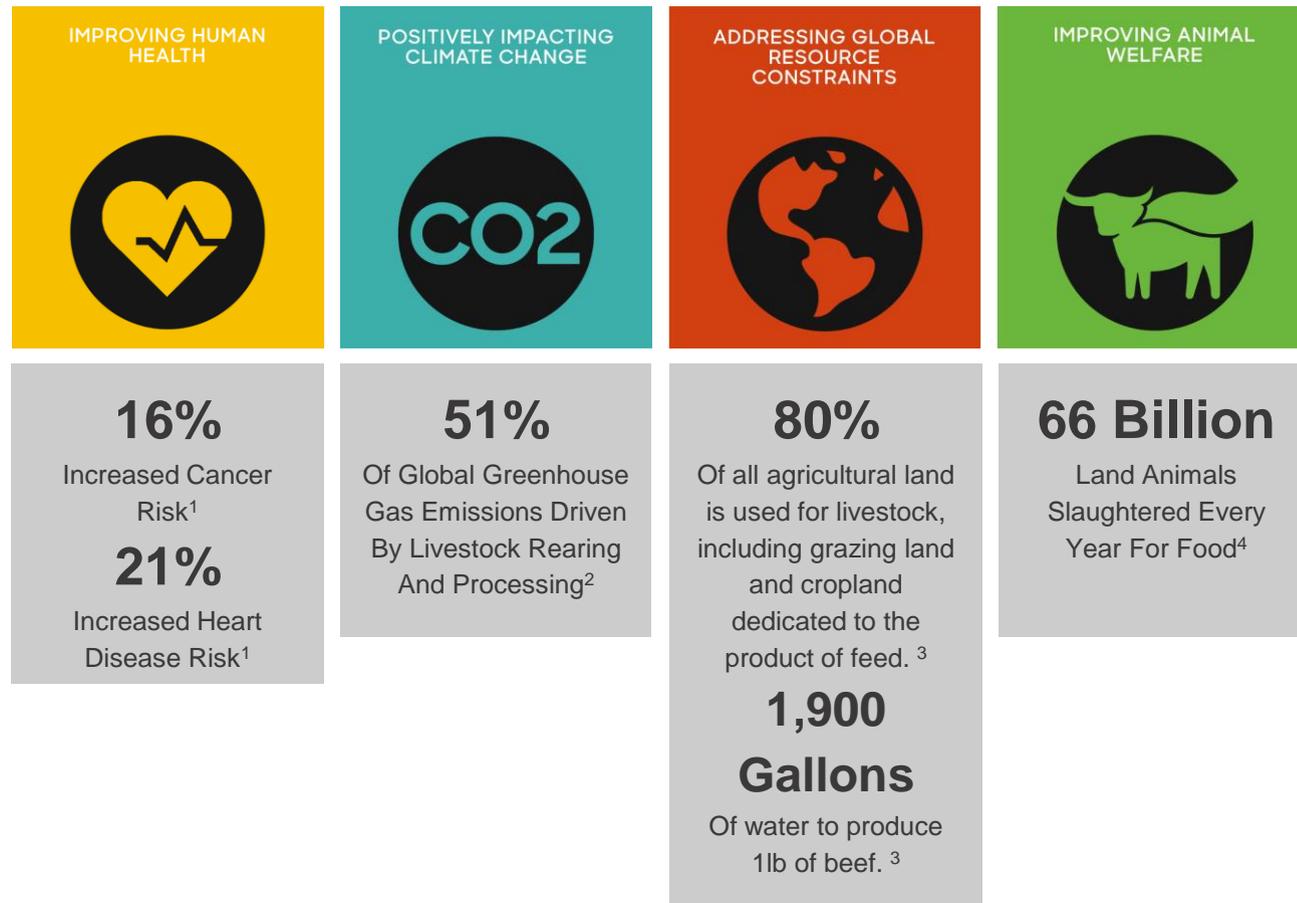


# WHY BUILD MEAT DIRECTLY FROM PLANTS?

Removing the animal from the protein production chain simultaneously and powerfully addresses four major problems attributable to livestock.

**PLANT-BASED MEATS**

**ANIMAL-BASED MEATS**



1. "Risks associated with processed meats." Archives of Internal Medicine.  
2. "Livestock & Climate Change." Goodland & Anhang, 2009, Worldwatch.org.  
3. FAO.org. 4. "Livestock and Climate Change." International Livestock Research Institute, 2011.



# We Know Plant-based Protein Is The Opportunity For Growth & Impact



- **70%** of meat eaters are substituting a non-meat protein in a meal at least once a week and **22%** say they are doing it more often than a year ago”<sup>1</sup>
- **36%** of total U.S. consumers use meat alternatives<sup>2</sup>
- **26%** of Americans say they opt for plant-based meals while dining at restaurants<sup>3</sup>

## 93% of Beyond Burger Purchasers at Conventional Retail Are Meat Buyers<sup>4</sup>

- Beyond Meat is the 1st and only plant-based brand shelved with meat
- The Beyond Burger is now the #1 selling patty (by unit) in the meat case at a major Southern California chain.



1. Meatingplace Cover Story March 2016 2. Food Navigator, 2015 3. Mintel 2017 Protein Report

4. Shopper Card Data from a Leading U.S. Retailer

# We've seen it before! Consumers are looking for plant-based alternatives



But they are going to find them in non-traditional locations in the future



Old Dairy Case



New Dairy Case

**Non-dairy milks have grown to 9% of total retail milk since their placement in the dairy section**

- 47% of dairy milk buyers also buy non-dairy milks<sup>1</sup>

**Appeal to meat eaters who are looking for plant based protein options by:**

- Offering a plant-based choice where consumers are shopping for protein; in store surveys demonstrate that 70% of Beyond Burger buyers identify as carnivores
- Pioneering an opportunity to transform the protein section



The New Meat Case

1. Mintel Dairy and Non-Dairy Milk - US - April 2013

# Consumers are ready for a solution



Consumers do not like the taste of meat alternatives currently available in the market.

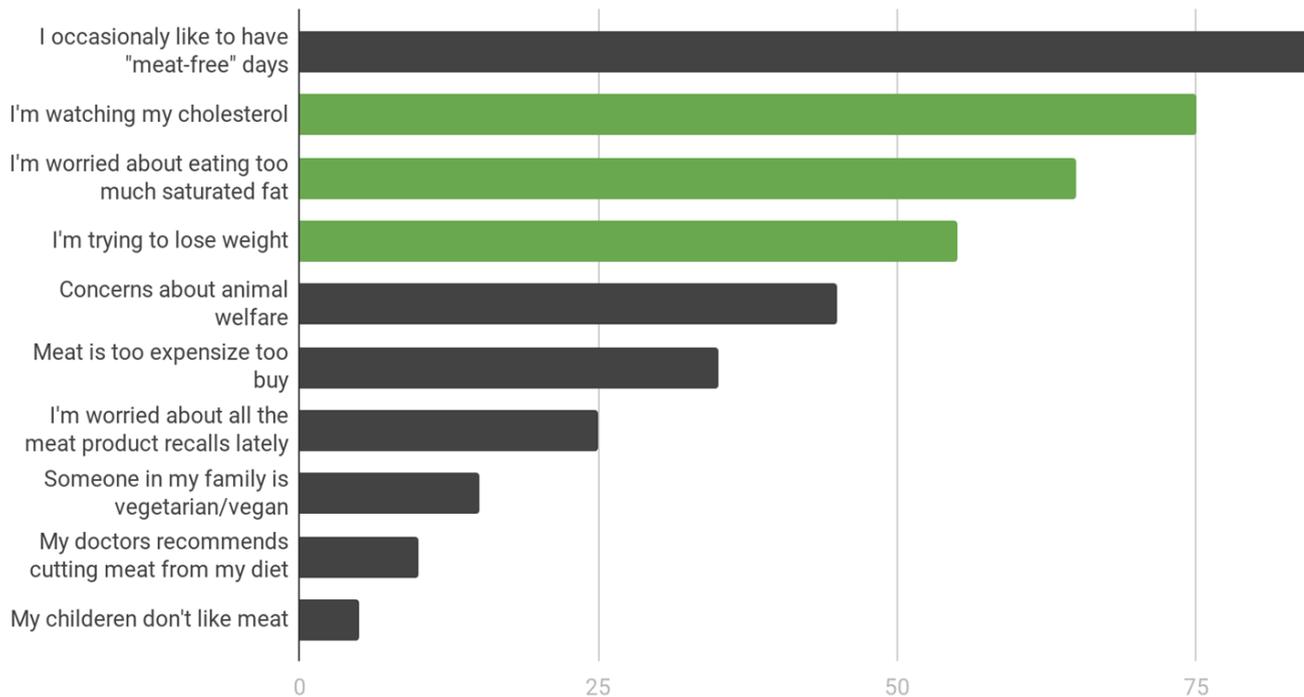
Picture taken in preparation during hurricane Katrina 2005



# HEALTH IS THE MOST SIGNIFICANT FACTOR DRIVING INTEREST IN PLANT-BASED MEAT



"Why do you eat or use meat alternatives (not including eggs or egg substitute)"



- NO CHOLESTEROL
- HALF THE SATURATED FAT OF 80/20 BEEF BURGER

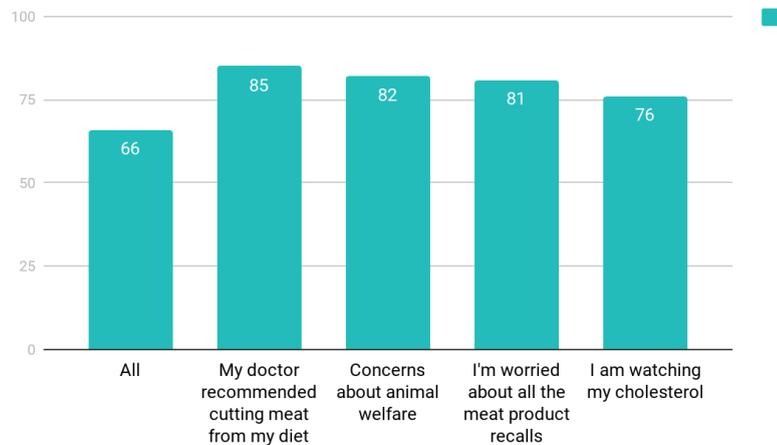
# PLANT-BASED MEAT SEEN AS HEALTHIER AND WORTH THE PREMIUM



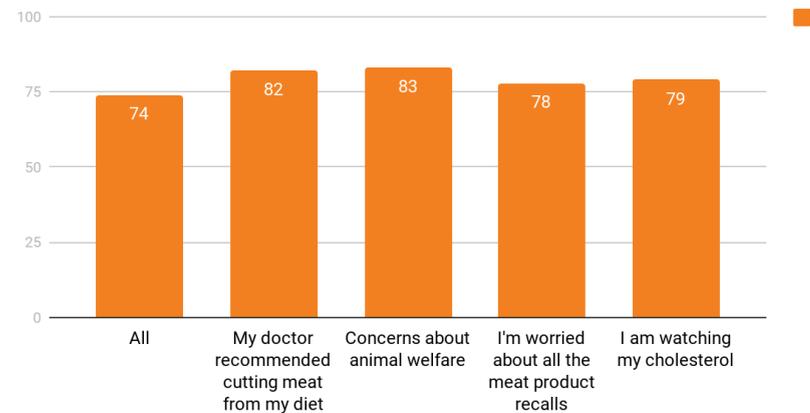
66% of consumers believe plant-based meats are healthier than animal-based meat.

74% agree with the statement, “Is it worth it for me to pay more for products I think are good for my health.”

They are healthier than real meat



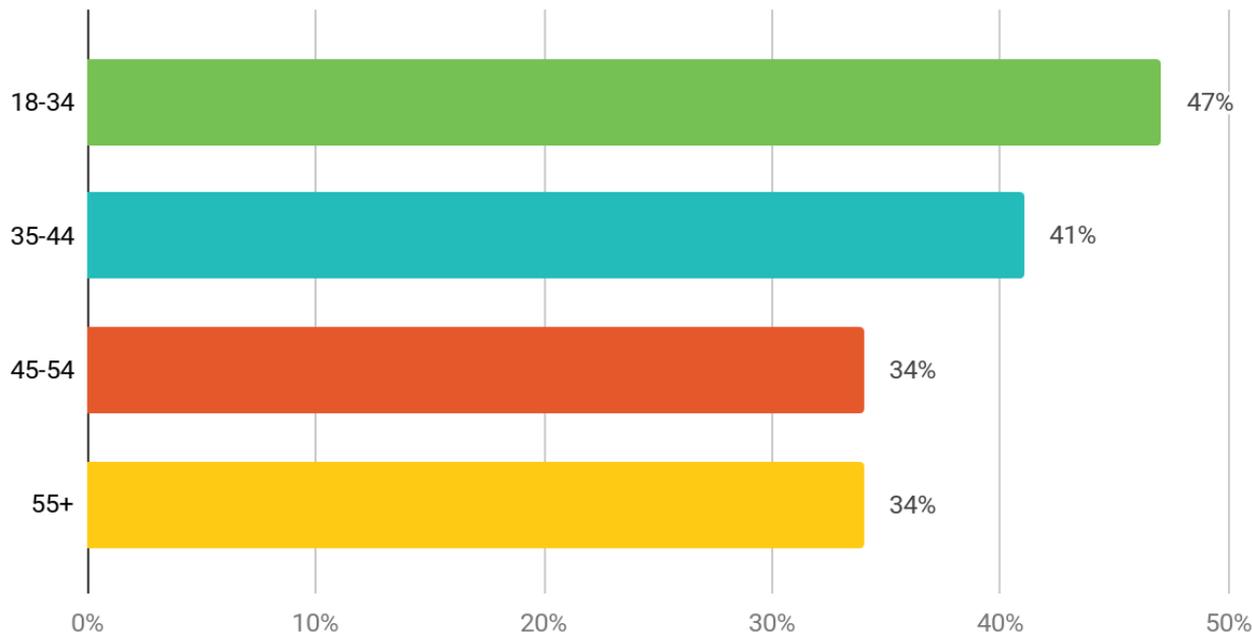
Is it worth it for me to pay more for products that I think are good for my health



# WHEN CHOOSING PLANT-BASED PROTEIN, BRAND PLAYS A SIGNIFICANT ROLE AMONG YOUNG CONSUMERS



Brand name is important when buying plant-based foods



**47%**  
of 18-36 year-olds agree that brand name is important when buying plant-based foods.

**41%**  
of 35-44 year-olds agree that brand name is important when buying plant-based foods.



# ...But Taste is King

**Taste is the primary barrier to plant-based adoption. After great taste, protein and clean ingredients are the top secondary desired product attributes.**

**65%** consider taste to be a primary benefit of meat

**44%** failed to limit their meat consumption due to taste



# The Beyond Burger®



## THE WORLD'S FIRST PLANT-BASED BURGER THAT LOOKS, COOKS, AND SATISFIES LIKE BEEF.

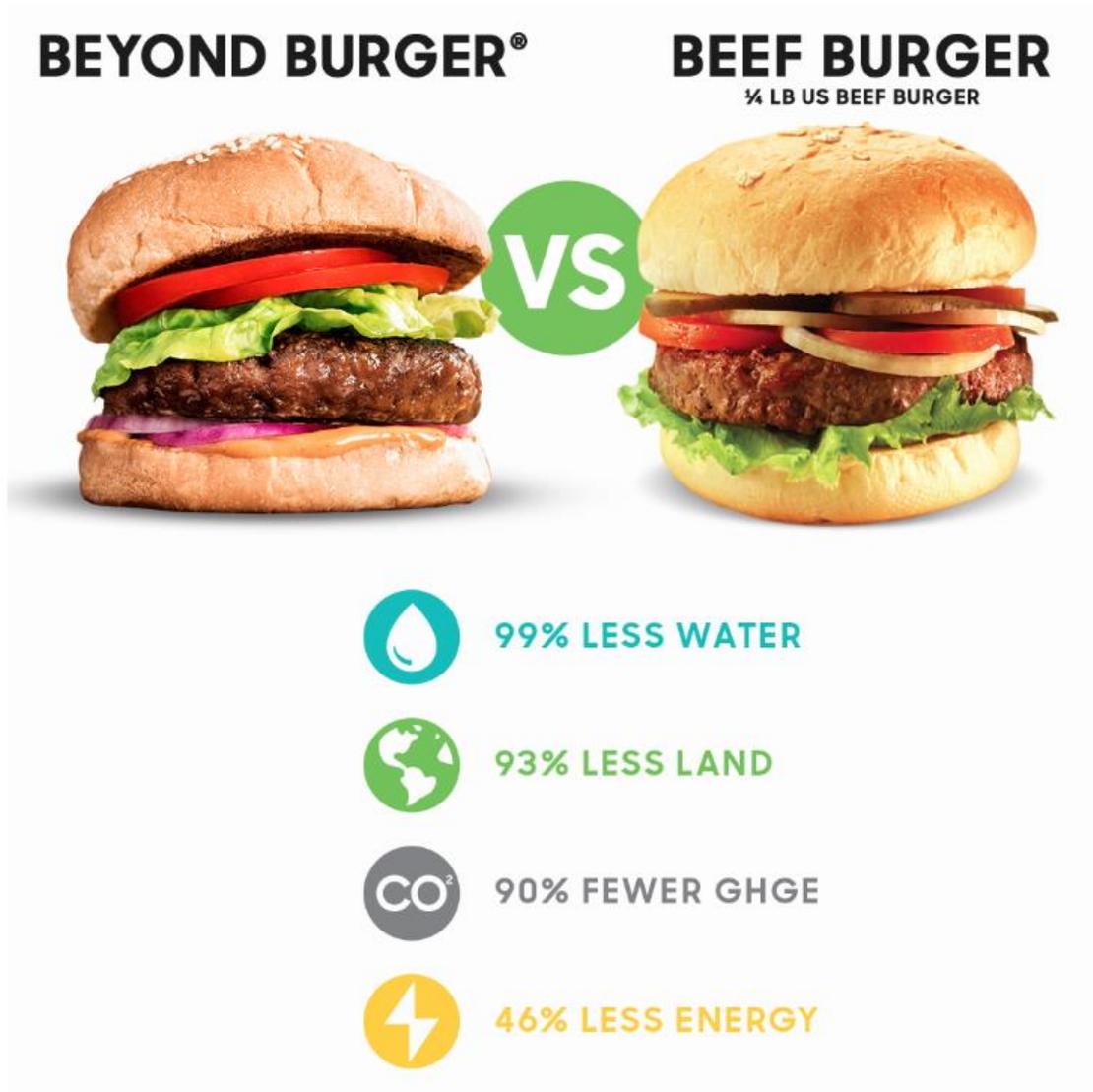


- Cooks from “raw”, unlike any other plant-based burgers
- 20 g of plant-based protein in a 4oz. Patty
- Half the saturated fat of an 80/20 beef burger
- Soy-free
- Gluten-free
- Non-GMO (Non-GMO Project Verified)
- No cholesterol

**A Product Experience Unlike Anything Else**



# A Burger with Benefits



Conducted by Third party, U. Michigan's Center for Sustainable Studies, a leader in independent, peer-reviewed LCA analyses

# BEYOND MEAT APPEALS TO A BROAD RANGE OF CONSUMERS



Broad Demographic and Appeal: Consumers Who Seek Healthier Lifestyles and Superior Taste and Nutrition From Their Food

## GEN Z & MILLENNIALS

- Largest generations in U.S. history
- \$1.7tn in annual spending<sup>1</sup>
- Seek companies that are **authentic and transparent**
- Inclined to share online their experiences with products like The Beyond Burger



## FAMILIES

- Led by **Mom-CEOs** seeking convenient options that can satisfy the entire table
- Includes **GenX moms (35 – 44)**, and growing population of **Millennial moms (25 – 34)**
- **Family-member requests** are key driver of food purchase decision



## HEALTH-CONSCIOUS CONSUMERS (spans generations)

- Increasingly seek better-for-you options, with simpler and cleaner ingredients, from brands they trust
- Includes **Baby Boomers**, motivated by health events to make improvements in their diet
- Driven less by discounts



<sup>1</sup>Bureau of Labor Statistics, Consumer Expenditure Survey, 2017.

# Beyond Meat Brand Promise & Positioning



**Positioning Statement:** Our promise to Conflicted Carnivores seeking center-of-plate solutions is that Beyond Meat enables you and your family to ***EAT WHAT YOU LOVE***, because our products Taste like meat while offering the Vitality benefits of plant-based protein.

- **Point-of-Difference:** Beyond Meat delivers MEATY TASTE, plus the VITALITY that comes with plant-based protein.
- **Core Target:** Conflicted Carnivores who are reducing meat and looking to nourish themselves (and often their families) with better protein options.

\*Note: Because the plant-based category is so dynamic--and Beyond Meat is dramatically shaping it--we have not done a segmentation study. We do, however, have good reasons to believe our consumer appeal includes a broad range of demographic groups and meal occasions.

# Beyond Meat Has A Built-in Fan Base For Distribution Updates & Product News



- Beyond Meat has 1.5 MM+ highly engaged fans across Social & Owned media.
- Our consumers and our customers love our products out loud on social media.



390K



766K



86K



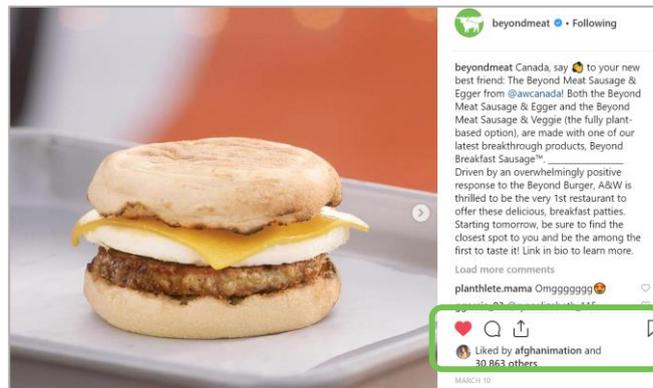
361K



667K UVM



# Our Fans Are Highly Engaged and Excited about our Food Service Partnerships



# Food Service Partners See Strong Value in the Beyond Meat Brand



Prominently Featuring Branded Menus & Collateral to Capitalize on the Brand's 'Halo' Benefits

**NEW BEYOND BURRITOS**  
MADE WITH 100% PLANT-BASED PROTEIN

BEYOND MEAT

PACKED 27g WITH PROTEIN

PACKED 33g WITH PROTEIN

**DEL TACO**

GET A COUPON

Price and participation may vary.

100% PLANT-BASED Sausage

Made with BEYOND MEAT

VEGAN

Beyond Sausage™ Egg & Cheese

Beyond Sausage™ Farmer's Wrap

Beyond Sausage™ Lettuce Tomato

GO MEATLESS

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PIZZAREV

MENU LOCATIONS REV REWARDS THE REVOLUTION JOBS ORDER ONLINE

Beyond excited that **BEYOND MEAT** is now available in all locations.

100% FLAVOR  
100% PLANT-BASED

**BEYOND FAMOUS STAR** With Cheese

BEYOND MEAT

100% PLANT-BASED CHARBROILED BEYOND BURGER

BEYOND BURGER 730 Cal COMBO 1030-1530 Cal



COFFEE & MORE		ESPRESSO DRINKS	
ITEM	PRICE	ITEM	PRICE
COFFEE	\$1.99	SIGNATURE LATTE	\$3.99
TEA	\$1.99	LATTE	\$3.99
ICED COFFEE	\$2.99	CAPPUCINO	\$3.99
COLD BREW	\$3.99	MACCHIATO	\$3.99
ENERGY COLD BREW	\$4.99	AMERICANO	\$3.99
ICED TEA	\$1.99	ESPRESSO	\$3.99
ICED TEA LEONORADE	\$2.99	BEYOND PURE LATTE	\$3.99
PROTEIN COFFEE	\$3.99	ICED LATTE	\$3.99
CHOCOLATE	\$3.99	ICED CAPPUCINO	\$3.99
PROTEIN ENHANCED	\$3.99	ICED MACCHIATO	\$3.99
PROTEIN LEONORADE	\$3.99		

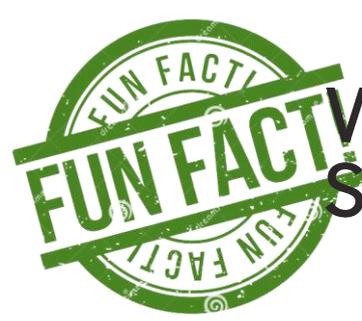
**GREAT TASTE PLANT-BASED**

Beyond Sausage™ Breakfast Sandwich with egg & cheese

BEYOND MEAT

signature lattes!

10g PLANT-BASED PROTEIN PER LITRE



# With Terrific Results As A&W Same-Store Sales Grew 10% With Beyond Meat On Menu



**YAHOO!**  
FINANCE

## BEYOND MEAT BURGER AND FOCUS ON INGREDIENTS HELPS BOOST A&W RESULTS

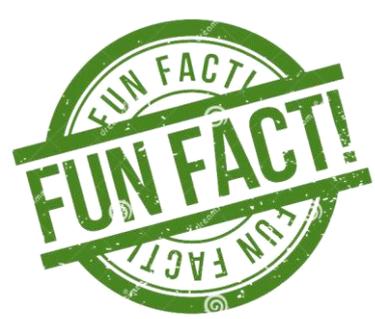


A&W introduced the Beyond Meat burger to its menu last summer. (CNW Group/A&W Food Services)

**“Same-store sales, a key indicator for the retail industry, grew nearly 10 per cent in 2018.”**

Senecal said the growth, which was achieved across the country, was due to the company’s strategy to focus on innovation and quality ingredients. Bringing the Beyond Meat burger to the chain’s menu was part of that process, she said.

“Anecdotally, we heard that some guests who hadn’t been to A&W for a while were attracted by the idea of the Beyond Meat burger, and as well as some of our regular guests who just decided that they wanted to try it... so they came and gave it one more visit,” she said.”



# TO DATE, MORE THAN 4.4 MILLION BEYOND FAMOUS STARS HAVE BEEN SOLD AT CARL'S JR. RESTAURANTS



**CARL'S JR ANNOUNCES FREE  
BEYOND FAMOUS STAR  
BURGERS FOR ALL**



**Carl's Jr. Restaurants most successful burger launch over the last 2 years.**

Carl's Jr. and Beyond Meat partnered to be among the first to bring the world this major innovation in quick service – a protein-packed, charbroiled version of Carl's Jr.'s legendary Famous Star burger featuring plant-based protein.

“We evaluated many options when looking at this space and have been thrilled about our decision to work with Beyond Meat as they are the market leaders in the category,” said Patty Trevino, Senior Vice President of Marketing, Carl's Jr.

# Consumers Loving One Of Our New Partnerships...



 **AdamGoesHam**  
@AdamGoesHam

Del taco has beyond meat now!? Holy shit this revolutionary

4:14 PM - 24 Sep 2018

5 Retweets 92 Likes



dianaragazza They were sensational. Had them in Culver City. Can't wait for more locations to start serving them



 **That Geeky Chick**  
@KaT\_Chvotte

Just drove over 20 miles to try @DelTaco Beyond taco and I have to say...it was worth it. Please make it in all your restaurants #vegetariansdeservemorethanfrenchfriesand salad

1:49 PM - 31 Jan 2019

Follow

forest.kitten Tried the Beyond Tacos the other day and they were amazing,



**Bill Muir** So stoked for this! I had the Beyond Meat Taco in Culver City and it is not only super delicious, but it is affordable as well! This is what is going to make vegan easy and accessible for everyone!!

Like · Reply · 6w

will continue to do so

drewvis Had a set the other night. Super stoked and love that you can substitute Beyond Meat on any item.



**Charlie**  
@carlitosxguy

With Del taco and now Carl's Jr. havin beyond meat options it's makin it harder for me to come up with excuses not to go vegan, the only arguments I have left are Cheez Its and Hot Cheetos

2:21 PM - 28 Dec 2018



**Joshua Bessom** Del Taco has long been my favorite fast food joint. They already had a bowl that was vegan without modification. Someone at the top at that organization is very smart.

Like · Reply · 18w



 **mikaylah**  
@sotoquietly

Follow

del taco now has beyond meat. bless up.

11:04 AM - 31 Jan 2019

9 Likes



**Renee Boyett** I'm gonna try them tonight!! I'm soooo excited!! I usually have to make my own tacos at home when I crave them but now this is soooo much easier!!

Like · Reply · 7w



mypurejilly I'm so excited! I will literally drive the 20 miles to the del taco that has this!!

# Strengthening Our Better-For-You Positioning with Aspirational Go Beyond™ Campaign



Kyrie Irving, Hero Spot



Kyrie Irving, 0:30 for Paid Media



## Pre-Roll Video Integration & Social / Digital Ads



# Go Beyond™ – This Generation’s Got Milk?®



## BEYOND AMBASSADORS

**GO BEYOND™**

**GO BEYOND ISN'T A POLITE INVITATION.  
IT'S A BOLD CHALLENGE.  
TO BREAK BARRIERS.  
DEFY CONVENTION.  
SHATTER EXPECTATIONS.**



HARRISON BARNES



TIA BLANCO



ALEX HONNOLD



DEANDRE HOPKINS



KYRIE IRVING



MALCOLM JENKINS



JJ REDICK



DEANDRE JORDAN



JAVALE MCGEE



MAYA MOORE



DERRICK MORGAN



CHARITY MORGAN



VICTOR OLADIPO



CHRIS PAUL



**Chris Paul:** *“I now have a Beyond Burger after every game to aid with recovery times and inflammation—it’s a game changer, literally.”*

**Kyrie Irving:** *“After playing the amount of games, doing the amount of recovery, working out as much as I do, it demands a very specific diet. Beyond Meat only helps me better perform as an athlete.”*

**DeAndre Hopkins:** *“It honestly changed my life. It changed my body and my performance. These have been the best seasons I’ve ever had. I would say my performance on the field was a direct result of what I did off the field, how I treated my body and what I put in my body – which was primarily Beyond Meat.”*



# BACKED BY ATHLETES, CELEBRITIES, & OTHER CULTURAL TRENDSETTERS



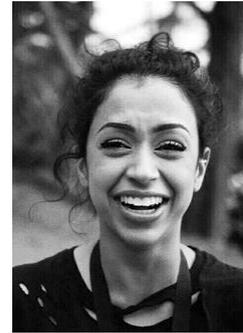
Jessica Chastain



Kevin Hart



Lindsey Vonn



Liza Koshy



Leonardo DiCaprio



Michael B Jordan

Kevin Hart (136M)  
 Leonardo DiCaprio (69M)  
 Kyrie Irving (20M)  
 Lewis Hamilton (22M)  
 Lindsey Vonn (4.2M)  
 Harrison Barnes (2.5M)  
 Victor Oladipo (2M)  
 Alex Honnold (2.2M)  
 Nicole Williams (2M)  
 Tia Blanco (930K)

Liza Koshy (40M)  
 Chris Paul (21.6M)  
 Snoop Dogg (86.5M)  
 Michael B. Jordan (13.7M)  
 Common (11M)  
 Deandre Hopkins (1.4M)  
 Malcolm Jenkins (850K)  
 JJ Redick (257K)  
 Derrick Morgan (38K)  
 Charity Morgan (30K)

Shaq (27.6M)  
 Jordana Brewster (10.3M)  
 Shaun White (5.3M)  
 Jessica Chastain (4M)  
 Deandre Jordan (4.6M)  
 Michael Strahan (3.1M)  
 Javale McGee (1.9M)  
 Tony Gonzalez (700K)  
 Thomas Middleditch (314K)  
 Diana Taurasi (230K)



THANK YOU