

**BEYOND MEAT® LAUNCHES NEW BEYOND ME CAMPAIGN AIMED AT ENCOURAGING AUDIENCES TO EAT MORE PLANT-BASED THIS EARTH DAY AND BEYOND**

NEW YORK, NY (April 2, 2024) — Beyond Meat, Inc. (NASDAQ: BYND), a leader in plant-based meat, is proud to announce the launch of our new campaign, Beyond Me. In honor of Earth Day, this campaign is aimed at encouraging audiences to consider a plant-based diet and think of not only their personal health and wellbeing, but also the wellbeing of their loved ones — *and* the health of our planet.

The Beyond Me campaign kicks off on April 2, 2024, just three weeks before Earth Day on April 22. The campaign will run through the entirety of April (Earth Month).

As part of the Beyond Me campaign, Beyond Meat is proud to announce four new influencer partnerships: chefs Mei and Kyong of @two\_plaid\_aprons, dietitian Kylie Sakaida of @nutritionbykylie, Vegan chef Jessica Hylton of @jessicainthekitchen, and chef Tineke Younger of @tiniyounger and the YouTube series *From Scratch with Tini*. These chefs will be sharing why they are choosing to eat more plant-based foods (or an entirely plant-based diet), and they will be posting their own original recipes using Beyond Meat products throughout the month of April.

“Caring for our planet is a cause that goes beyond me. It’s about recognizing that we have a responsibility not just to just ourselves, but to our loved ones, future generations, and the Earth’s wellbeing. I am proud to be a part of the Beyond Me campaign to encourage people to eat a more plant-based diet. It’s good for you, it’s good for the planet, and it’s good for our future” said Kylie Sakaida, MS, RD, LDN, and creator of @nutritionbykylie.

Through this campaign, Beyond Meat and the company’s influencer partners are encouraging audiences on social media to share why they’re choosing to eat more plant-based foods — and eat Beyond Meat — with the hashtag #beyondmeatbeyondme on Instagram and TikTok for a chance to win a year’s supply of Beyond Meat products. The plant-based Beyond Meat product lineup currently includes the following:

* Beyond Burger
* Beyond Stack Burger
* Beyond Cookout Classic
* Beyond Beef
* Beyond Beef Crumbles
* Beyond Sausage
* Beyond Breakfast Sausage
* Beyond Chicken Nuggets
* Beyond Popcorn Chicken
* Beyond Chicken Tenders
* Beyond Jerky
* Beyond Meatballs
* Beyond Chicken Filet

For more information on the Beyond Meat Beyond Me campaign, visit BeyondMeat.com/BeyondMe and follow @beyondmeat on Facebook, Instagram, Twitter, and TikTok.

*About Beyond Meat*

*Beyond Meat, Inc. (NASDAQ: BYND) is a leading plant-based meat company offering a portfolio of revolutionary plant-based meats made from simple ingredients without GMOs, no added hormones or antibiotics, and 0mg of cholesterol per serving. 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 promise, 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 protein, we can positively impact four growing global issues: human health, climate change, constraints on natural resources and animal welfare. As of June 2023, Beyond Meat branded products were available at approximately 190,000 retail and foodservice outlets in over 75 countries worldwide. Visit www.BeyondMeat.com and follow @BeyondMeat, #BeyondBurger and #GoBeyond on Facebook, Instagram, Twitter and TikTok.*

###