

The Beyond Burger® Fact Sheet



- At Beyond Meat®, we started with simple questions. Why do you need an animal to create meat? Why can't you build meat directly from plants? Turns out you can, so we did! And one of the great things about building a burger from the ground up is you can leave in the good stuff and leave out the bad.
- The Beyond Burger® is the world's first plant-based burger that looks, cooks, and satisfies so much like beef it's sold in the meat aisle at grocery stores, and on menus alongside traditional burgers at restaurants.
- The Beyond Burger has all the juicy, mouth-watering deliciousness of a traditional burger, but with the upsides of plant-based protein:
 - 20 grams of plant-based protein (4oz patty). More protein than a beef burger!
 - No soy, gluten, or GMOs
 - Less saturated and total fat than an 80/20 beef burger patty
- **How is the burger made?** We start with simple plant-based ingredients, applied in fresh ways. Peas provide the protein. Trace amounts of beet lend a beefy red color. Coconut oil and potato starch ensure mouth-watering juiciness and chew. The result is an uncompromisingly delicious burger, made directly from plants.
- **Why choose plant-based protein?** Shifting from animal to plant-based protein can have a significant positive impact in the areas of human health, climate change, sustainability, and animal welfare. Compared to a ¼ lb. U.S. beef burger, producing a ¼ lb. Beyond Burger requires:
 - 99% less water
 - 93% less land
 - 90% fewer greenhouse gas emissions
 - Nearly 50% less energy
- **Where can I find The Beyond Burger?** In the US, The Beyond Burger is sold in the meat aisle and on menus at more than 25,000 grocery stores, restaurants, hotels, college campuses and more! Also the European markets are moving fast and the Beyond Burger is rapidly expanding distribution at Restaurants, Foodservice and many more.
- **How do I cook The Beyond Burger?** Just like a beef burger, The Beyond Burger can be grilled or cooked in a skillet on medium-high to high heat for 3 minutes per side. Need recipe inspiration? Visit <http://www.beyondmeat.com/recipes/showall>
- **Where can I learn more?** Visit www.beyondmeat.com and <http://www.zandbergen.com/our-partnerships/#beyond-meat-exclusive-partner-since-2018>