



BEYOND MEAT®

BEYOND MEAT: THE FUTURE OF PROTEIN MADE FROM PLANTS

BACKGROUND & MISSION

- LA based company founded in 2009 by Ethan Brown
- \$7.99 for 2 Beyond Meat patties
- Create plant-based products using pea protein
 - Rice protein, mung bean protein, canola oil, coconut oil
- Valued at around \$11 billion
 - Publicly traded at around \$137

ENVIRONMENTAL IMPACT

- 99% less water
- 93% less land
- 90% fewer greenhouse gases
- 46% less energy overall compared to the traditional beef burger

Table 10. Comparison of total cradle-to-distribution impacts of quarter pound Beyond Burger and quarter pound U.S. beef.

Impact category	Unit	Beyond Burger	beef patty
GHGE	kg CO ₂ eq.	0.4	3.7
Energy use	MJ	6.1	11.4
characterized land use	m ² a eq.	0.3	3.8
characterized water use	liter eq.	1.1	218.4

ENVIRONMENTAL IMPACT

PRODUCT DETAIL

INGREDIENTS

Water, Pea Protein Isolate, Expeller-Pressed Canola Oil, Refined Coconut Oil, Contains 2% or less of the following: Cellulose from Bamboo, Methylcellulose, Potato Starch, Natural Flavor, Maltodextrin, Yeast Extract, Salt, Sunflower Oil, Vegetable Glycerin, Dried Yeast, Gum Arabic, Citrus Extract (to protect quality), Ascorbic Acid (to maintain color), Beet Juice Extract (for color), Acetic Acid, Succinic Acid, Modified Food Starch, Annatto (for color).

All ingredients from Non-GMO sources



NUTRITION FACTS

Serving Size 1 Patty, 4 oz (113g)

Servings Per Container: 2

Amount per serving

Calories 270

Calories from fat 170

% Daily Value

Saturated Fat 5g

25%

Cholesterol 0mg

0%

Sodium 380mg

16%

Total Carbohydrate 5g

2%

Dietary Fiber 3g

13%

Sugars 0g

Protein 20g

32%

Vitamin A

0%

Vitamin C

6%

Calcium

2%

Iron

30%

Phosphorus

25%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs

COMPARISONS

BEYOND MEAT

- 270 calories
- \$7.99 for 2 patties
- 380 mg
- 5 grams of fat

STANDARD BEEF

- 290 calories
- Around \$3.80 / pound (4 burgers)
- 390 mg
- 10 grams of fat

BEYOND MEAT AND COMPETITORS

BEYOND MEAT

- 270 calories
- Pea protein
- 5 grams of fat
- 380 mg of sodium
- 20 grams of protein

IMPOSSIBLE BURGER

- 240 calories
- Soy protein and coconut oil
- 14 grams of fat
- 370 mg of sodium
- 19 grams of protein

BEYOND MEAT AND FAST FOOD

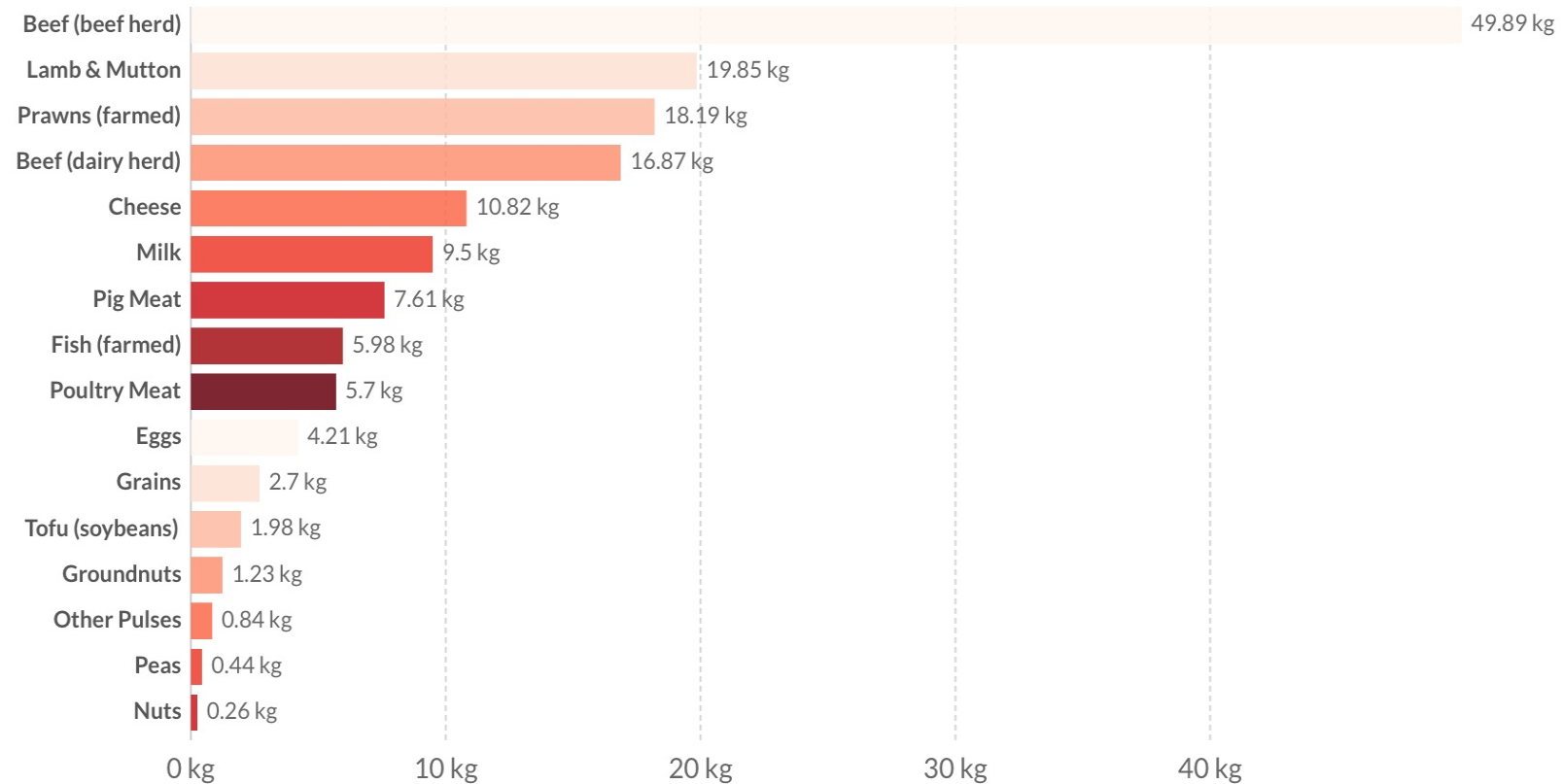
- Recently announced multiyear partnerships with McDonald's and Yum Brands fast-food (KFC, Taco Bell, Pizza Hut)
- Burger King out-performed competitors by 18.5% with the introduction of the Impossible Whopper burger (CNBC)
- Served in over 20000 restaurants and that number is expected to rise
- According to a CNBC article, demand is so high for plant-based alternatives that Impossible Foods and Beyond Meat are struggling to keep up with demand

Greenhouse gas emissions per 100 grams of protein

Our World
in Data

Greenhouse gas emissions are measured in kilograms of carbon dioxide equivalents (kgCO₂eq) per 100 grams of protein. This means non-CO₂ greenhouse gases are included and weighted by their relative warming impact.

+ Add food



Source: Poore, J., & Nemecek, T. (2018). Additional calculations by Our World in Data.

OurWorldInData.org/environmental-impacts-of-food • CC BY

Note: Data represents the global average greenhouse gas emissions of food products based on a large meta-analysis of food production covering 38,700 commercially viable farms in 119 countries.

FUTURE OF THE INDUSTRY

- Plant-based menu options expected to increase by 22% by end of 2022
 - Menu options expected to rise by an additional 8% each year
- Alternatives to many other plant-based meats on the rise
 - Chicken, pork, crab
- Meat grown in labs by culturing animal cells
 - Expensive and limited supply

GOING PLANT BASED: IS IT REALLY BETTER?

- For every person that goes vegan, they'll reduce CO2 emissions by 1.5 tons per year
- Meat, egg, and dairy industry accounts for 65% of worldwide nitrous oxide emissions
- Half of all water in the US goes to raising animals for food and 30% of all world land mass goes to raising animals
- 2400 gallons of water produces 1 pound of meat and 25 gallons to make a pound of wheat
- More water can be saved by not eating one pound of wheat than if you did not shower for 6 months. A vegan diet requires 300 gallons per day versus a meat-eating diet of 4000 gallons (culinary.org)



THE Future OF PROTEIN

1 ONE THING IS FOR SURE - WE ALL LOVE BURGERS.



Americans eat an estimated **50 BILLION** burgers each year

AND THIS DEMAND IS ONLY GOING TO GROW



THIS RAISES A CONCERN:

Beef production is **NOT GOOD** for the environment. It uses a lot of natural resources.



BUT THERE'S A SOLUTION

BEYOND MEAT LOVES BURGERS TOO!

By removing the animal from the equation, Beyond Meat is building a burger that's better for you and the planet.



IT'S MEAT MADE BETTER!

2 THE BEYOND BURGER VS. THE BEEF BURGER PRODUCTION

In 2018, Beyond Meat commissioned a best-in-class, third party Life Cycle Analysis (LCA). Conducted by the University of Michigan, it compared the environmental impact of The Beyond Burger to a standard beef burger. The study concluded that from source-to-table, Beyond Burgers use 98% less water, 50% less electricity, 95% less land, and produce 92% fewer greenhouse gas emissions.



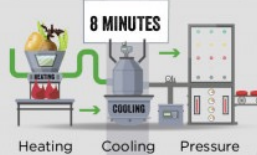
THE BEYOND BURGER

Crops are grown for Beyond Burgers



1 X = 1 Beyond Burger
lbs of peas

Burgers are made



VS.



THE BEEF BURGER

Crops are grown for animal feed



1 X = 1 beef burger
lbs of wheat

Cows are fed & raised



Cows are... well... you know this step



18 MONTHS

Burgers are made



2 ENVIRONMENTAL IMPACT

HOW MUCH LESS?

In 2018, Beyond Meat commissioned a best-in-class, third party Life Cycle Analysis (LCA). Conducted by the University of Michigan, it compared the environmental impact of The Beyond Burger to a standard beef burger. The study concluded that from source-to-table, The Beyond Burger generates 90% less greenhouse gas emissions, requires 46% less non-renewable energy, use 99% less water and 93% less land than a ¼ pound beef burger.



BEYONDMEAT.COM
@BEYONDMEAT

#BEYONDBURGER
#FUTUREOFPROTEIN

EXPECTED EARNINGS

- According to CNBC, Beyond Meat fell short of fourth quarter expected revenue earnings, probably due to the COVID-19 Pandemic
 - Suffered a bigger loss than expected
 - Expected: \$103.2 million
 - Actual: \$101.9 million
 - Despite under performing, net sales rose 3.5% from 2019 to 2020

STOCK PERFORMANCE

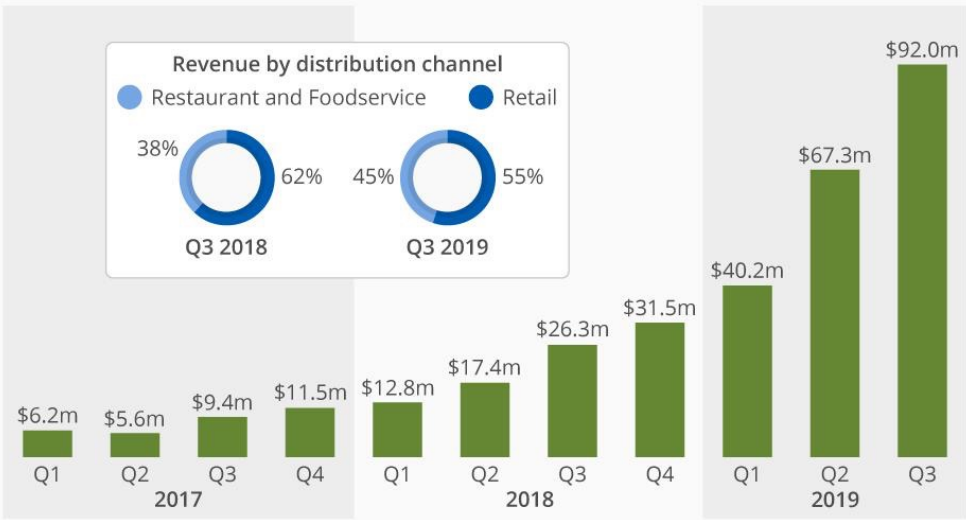
- Lost 34 cents per share in 2020, probably due to the COVID-19 Pandemic
- Current stock price is around \$137
 - Median target of \$120, expected high is \$190/share, estimated low is \$58
- Food service industry overall took a 42.6% loss in the 2020 fourth quarter, which was peak pandemic

OVERALL PERFORMANCE



Beyond Meat Revenue Climbed 250% Year-Over-Year

Global quarterly revenue of Beyond Meat since Q1 2017



© StatistaCharts Source: Beyond Meat

