



THE Future OF PROTEIN

1 AMERICANS LOVE HAMBURGERS



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

THIS RAISES A CONCERN

BEEF PRODUCTION USES A LOT OF NATURAL RESOURCES



BUT THERE'S A SOLUTION

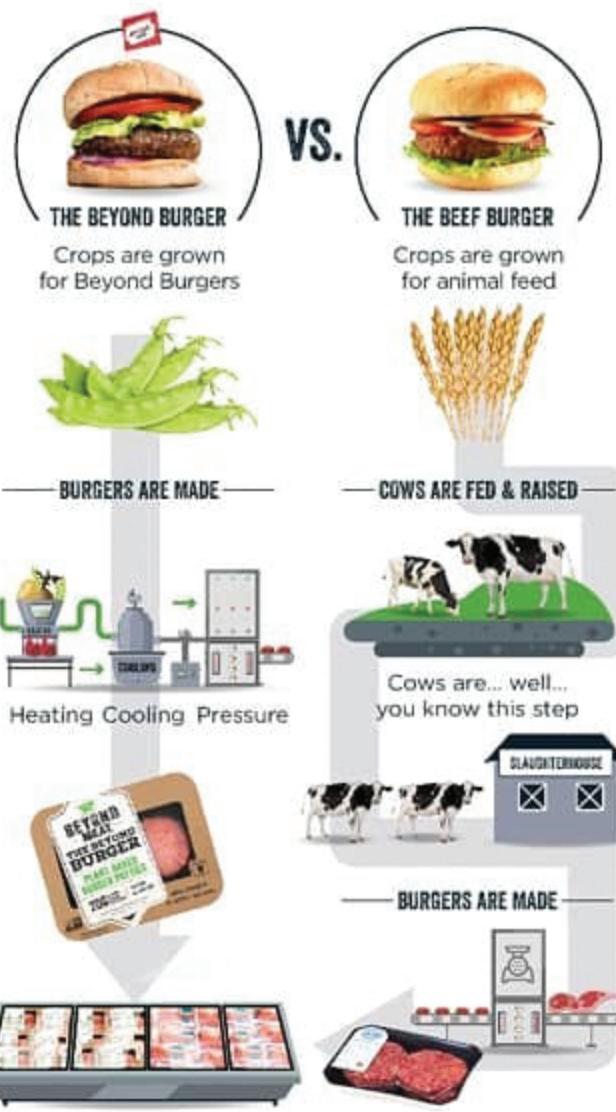
By removing the animal from the equation, Beyond Meat is building a burger that's better for you and the planet.



IT'S MEAT MADE BETTER™

2 WHO SAYS MEAT HAS TO COME FROM ANIMALS?

Meat is made up of four building blocks: protein, fat, trace minerals, and water. Beyond Meat finds these same building blocks in the plant kingdom to rebuild meat from the ground up without sacrificing on taste or texture. Building meat without the animal requires fewer resources, making it a much more efficient and sustainable process. Now that's food for thought!



3 A BURGER WITH BENEFITS

A Life Cycle Analysis (LCA) conducted by the University of Michigan compared the environmental impact of the 1/4 lb Beyond Burger to a 1/4 lb. U.S. Beef Burger.

The study concluded that The Beyond Burger uses significantly less water, less land, generates fewer Greenhouse Gas Emissions (GHGE), and requires less energy than a beef burger: **HOW MUCH LESS?**

- 99% Less** WATER
- 93% Less** LAND
- 90% Fewer** GREENHOUSE GAS EMISSIONS
- 46% Less** ENERGY



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