

Beyond Meat

Beyond Meat is a [Los Angeles](#)-based producer of plant-based [meat substitutes](#) founded in 2009 by Ethan Brown. Beyond Meat's products became available across the United States in 2013 at [Whole Foods](#) supermarkets.^{[1][2][3]} In May 2016, it released the first plant-based burger to be sold in the meat section of grocery stores. Product availability has expanded internationally to restaurants and supermarkets in the US, Canada, Europe (Italy, UK), and Israel. The company, as of 2019, has products designed to replace [chicken meat](#), [beef](#), and [pork sausage](#).

Beyond Meat



BEYOND MEAT



Type	Public
Traded as	NASDAQ: BYND
Industry	Food
Founded	2009; 10 years ago
Founder	Ethan Brown
Headquarters	El Segundo, California
Revenue	US\$33 million (2017)
Website	beyondmeat.com

History



Beyond Meat burger, a Beyond Burger in a restaurant in Israel

Beyond Meat was founded by Ethan Brown in 2009.^[4] The company has received venture funding from [Kleiner Perkins Caufield & Byers](#), [Obvious Corporation](#), [Bill Gates](#), [Biz Stone](#), the [Humane Society](#)^{[5][6][7]} and [Tyson Foods](#).^[8] The company began selling its chicken-free mock chicken products in Whole Foods across the US in April 2013.^{[4][5][9][10]} In 2014 it developed a Beyond Beef product. The Beast Burger was available in February 2015. Beyond Sausage became available nationwide in January 2018.

[People for the Ethical Treatment of Animals](#) named Beyond Meat as its company of the year for 2013.^{[11][12]}

[Tyson Foods](#) purchased a 5% stake in Beyond Meat in October 2016.^[13] It sold its 6.5% stake and exited the investment in April 2019, ahead of Beyond Meat's IPO.^[14]

In June 2018, Beyond Meat opened its second production facility in [Columbia, Missouri](#), resulting in a three-fold increase of the company's manufacturing space.^[15] Beyond Meat also claimed to have 27,000 different points of distribution for their products in the United States.^[16] In July, the company was rolling out their products to 50 international markets, partnering with [Tesco](#) in the UK and [A&W](#) in Canada.^[17]

In March 2019, Don Lee Farms filed a civil suit against Beyond Meat. Don Lee alleges [breach of contract](#), and further charges Beyond Meat with problems "regarding inadequate [food safety](#) protocols."^[18]

As of Monday, April 22, 2019, Beyond Meat is looking to raise \$183.8 million dollars through an [initial public offering](#) to price between \$19 and \$21 per share. It has applied to list on [Nasdaq](#) under the ticker symbol "BYND".^[19] According to an article in [Marketwatch](#), Beyond Meat faces several possible problems with the company's long-term prospects. Revenues are strong, but Beyond Meat has never earned a [profit](#) and the company relies on "one single supplier" for its pea protein. Furthermore, Beyond Meat does not have written contracts with several key processing facilities.^[20]

Products

Beyond Meat develops and manufactures a variety of plant protein-based food products.

The [vegetarian](#) meat substitutes are made from mixtures of [pea protein isolates](#), [coconut oil](#), and other ingredients.^{[10][21]} As of 2014, the company's product offerings consisted of Beyond Chicken and Beyond Beef.^{[2][22][10][23]} A [vegan](#) and soy-free burger patty called *The Beast* was released in 2015. Its products are available for purchase in packaged form as well as in retail-prepared dishes.^{[2][22][10][24]}

Beyond Meat's chicken-free products, marketed as *Beyond Chicken*, are made from a mixture of soy and pea proteins, fiber, and other ingredients and are marketed as a healthy alternative to chicken meat.^{[4][24]} The ingredients are mixed and fed into a [food extrusion](#) machine that cooks the mixture while forcing it through a specially designed mechanism that uses steam, pressure, and cold water to form the product's chicken-like texture.^[10] After being processed in the

extrusion machine, the product is cut to size, seasoned, and grilled before being packaged.^[25] Each batch of chicken takes approximately 90 minutes to produce.^[25] The company's two flavors of *Beyond Beef* imitation [ground beef](#) product, *Beefy* and *Feisty*, are made from pea proteins, [canola oil](#), and various seasonings.^{[24][26]} The soy and gluten-free pea protein mixture initially resembles a paste before being heated and processed by an extrusion machine.^[9] The "beefy" crumbles possess the same protein content per 55 gram serving as ground beef.^{[4][21]}



The Beast Burger, the first burger patty, released in 2015

Beyond Meat announced in 2014 that it had begun development and testing of a new product called *The Beast*. The vegetable protein-based [burger patties](#) were [taste tested](#) by [The New York Mets](#) during a pregame event.^{[23][27][28][29]} The Beast Burger was officially released February 2015 and is available at Whole Foods Market.^[30] The burgers are vegan, soy-free, and contain 23 grams of protein in addition to [antioxidants](#), iron, calcium, Vitamins B6, B12 & D, Potassium, DHA Omega-3s, and ALA Omega-3s.^{[31][32][32][33]}

In May 2016, Beyond Meat released the first plant-based burger to be sold alongside beef, poultry and pork in the meat section of the grocery store.^[34] Making its debut at the Pearl St. Whole Foods in [Boulder](#), Colorado, the *Beyond Burger* sold out within the first hour of hitting shelves.^[35] Starting in July 2018, the Beyond Burger was available at all of [A&W Canada's](#) locations, the second largest fast food chain in Canada.^[36] In January 2019, [Carl's Jr.](#) Restaurants LLC. announced a partnership with Beyond Meat to sell the Beyond Famous Star with cheese, a charbroiled Beyond Burger with American Cheese in more than 1,000 Carl's Jr. locations.^[37] The Beyond Burger contains 20 grams of protein and has no soy, no gluten, no [cholesterol](#), and half the [saturated fat](#) of an [80/20 beefburger](#).^{[38][39]} However, it contains five times as much sodium as unseasoned hamburger meat and one dietician argued that the processing of the vegetarian ingredients could cause the loss of valuable nutrients.^[40]

The Beyond Burger requires 6.1 mj (1457.93 kcal) of energy to produce 290 kcal of product. According to a study by the Center for Sustainable Systems at University of Michigan (commissioned by Beyond Meat), "based on a comparative assessment of the current Beyond Burger production system with the 2017 beef LCA by Thoma et al, the Beyond Burger generates 90% less greenhouse gas emissions, requires 46% less energy, has >99% less impact on water scarcity and 93% less impact on land use than a ¼ pound of U.S. beef." ^[41]

In December 2017, a vegan alternative to [pork sausage](#), *Beyond Sausage*, was announced.^[42] The three varieties of "sausage" ([Bratwurst](#), [Hot Italian](#), and Sweet Italian) were first sold for a one-day-only event at a Whole Foods Market in [Boulder, Colorado](#), and became nationally available to purchase in January 2018.^[43]