

Yum China partners with Beyond meat for introducing plant based burgers

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Yum China Holdings, Inc. has announced that it is partnering with Beyond Meat, Inc., a leader in plant-based meat, to introduce the Beyond Burger® as a limited time offering at select KFC, Pizza Hut and Taco Bell locations in mainland China starting June 3. This partnership marks the introduction of Beyond Meat's Beyond Burger in mainland China.



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"We see great potential for the plant-based meat market in China," said Joey Wat, CEO of Yum China. "This latest introduction across KFC, Pizza Hut and Taco Bell brands is expected to capture valuable consumer feedback across different regions in China. It will enable us to optimize flavors and processes and help assess the potential for larger scale rollouts in the future. This exciting development is the latest iteration of our on-going commitment to introduce new and innovative products to Chinese consumers."

"We are proud to further our partnership with the Yum family of brands by launching Beyond Meat offerings at select KFC, Pizza Hut and Taco Bell locations in mainland China. I'm excited about what this launch means in terms of together being of service to the Chinese consumer as they seek out the nutritional and environmental benefits of our delicious plant-based meats. More generally, our partnership with Yum China and the iconic brands of KFC, Pizza Hut and Taco Bell is an encouraging and important milestone toward increased accessibility to our plant-based meat globally," said Ethan Brown, Beyond Meat Founder and CEO.

Launching on June 3, KFC will offer the Beyond Burger as a 3-day limited time offer at five locations in Beijing, Chengdu, Hangzhou and Shanghai. The Beyond Burger will provide Chinese consumers an exciting and delicious plant-based twist on the iconic beef burger patty.