

US based food brand teams up with KFC China for new plant-based burger

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The limited wrap is available now in over 2,600 stores in 28 cities throughout China. This latest product launch follows the first collaboration between Beyond Meat and KFC China which saw the much-publicized release of the Beyond Burger® in select KFC locations around the country last year.

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The beef wrap has long been one of KFC China's in-demand limited menu items. However, this year marks the first time that the beloved juicy wrap is available with a great-tasting plant-based meat filling -- the Plant-Based Spicy Beef Wrap marks a delicious new chapter in this bold partnership.

The five-sided wrap featuring Beyond Meat offers consumers a delicious flavor and satisfying texture similar to beef but using plant-based meat. Maintaining its iconic pentagonal shape, the Plant-Based Spicy Beef Wrap combines Beyond Meat with lettuce, tomato salad and mayonnaise, all wrapped in a crispy tortilla and soft wheat tortilla combo exterior, creating an all-new plant-based experience for consumers.

"We are honored to be KFC China's chosen partner to introduce the first plant-based meat version of the Spicy Beef Wrap, one of their most iconic and popular menu offerings to consumers," says Ivy Xu, Brand & PR Director, Beyond Meat China. "As people continue to seek ways to incorporate plantbased protein into the meals they love, we are confident that KFC guests will enjoy the delicious taste of the Plant-Based Spicy Beef Wrap just as much as the original and will be excited by the added nutritional and environmental benefits of Beyond Meat."