

JD.com become Beyond Meat's first e-commerce channel in China

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Beyond Meat, Inc. announced the launch of a new ecommerce site on JD.com, one of the country's leading technology-driven e-commerce companies. This new online store is Beyond Meat's first e-commerce channel in China, and will offer a variety of its delicious and nutritious plant-based products like Beyond Beef®, the Beyond Burger® and Beyond Pork® in Beijing, Shanghai, Guangzhou and Shenzhen, with plans to expand to 300 cities in the country. The opening of the store also marks the first time that consumers can directly purchase Beyond Pork, a savory and sumptuous product that was created exclusively for the Chinese market. Designed to deliver the great taste, juicy texture and culinary versatility of animal-based ground pork, Beyond Pork is made with simple, plant-based ingredients and is a rich source of protein with 18.5g per 100g serving. The product also has approximately 50% less saturated and total fat than conventional 70/30 ground pork.



Beyond Meat continues its expansion in China with the launch of the brand's e-commerce presence

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For home cooks, Beyond Meat products provide an excellent swap for favorite local dishes such as stir-fry, dumplings, mapo tofu, zhajiang noodles and lion's head meatballs, further demonstrating Beyond Meat's versatility in the kitchen and meeting consumer demand for delicious, nutritious and sustainable protein.

As a direct-to-consumer site, JD.com unlocks a new way for consumers to shop for Beyond Meat products and continues to expand Beyond Meat's retail presence in Mainland China, building off its success with Alibaba's Hema and METRO China stores. JD.com's extensive cold chain logistics capabilities, which includes 18 cold chain warehouses, help provide quick delivery of Beyond Meat products to consumers in participating cities in China.

Beyond Beef, the Beyond Burger and Beyond Pork are produced locally at Beyond Meat's newlyopened production facility in the Jiaxing Economic & Technological Development Zone (JXEDZ) and stored in JD.com's warehouses across China for on-demand ordering and delivery. Candy Chan, Beyond Meat China General Manager, said of the partnership, "Beyond Meat is excited to launch its store on JD.com to expand our local availability and reach consumers throughout China. With increased capabilities thanks to our new manufacturing facility in the JXEDZ, we are able to offer a growing portfolio of great-tasting, locally-produced plant-based meat products that are nutritious and sustainable."• The new e-commerce site announcement comes just 15 months after Beyond Meat first entered Mainland China through a partnership with Starbucks China. Within its first year in the market, Beyond Meat has launched a high-profile foodservice partnership with Yum! China as well as with well-known names in China's dining scene, including Jindingxuan, GangLi Beijing, Slow Boat Brewery, W Hotel Shanghai and more.