

Beyond Meat introduces value pack of Beyond Beef at retailers across Canada

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Beyond Meat, a leader in plant-based meat, announced the launch of its all-new Beyond Beef 2-Pack at retailers across Canada, making the latest version of its plant-based ground beef product more accessible to consumers. The value pack is rolling into major grocery chains, including Walmart, Sobeys, Safeway, Thrifty Foods, Loblaws, Zehrs, Your Independent Grocer, Real Canadian Superstore, Real Atlantic Superstore, No Frills, Maxi, Provigo, Fortinos, Dominion, FreshCo, Foodland, and IGA.

"We're excited to introduce a value pack of our latest Beyond Beef to consumers across Canada," said Monique VanWyk, VP Sales - Canada & Latin America at Beyond Meat. "This bulk product includes two larger-sized units of Beyond Beef, making the great taste and nutrition of our plant-based ground beef product more affordable for Canadians."

Features of the new Beyond Beef value pack:

- Offers more than 2.5 times the amount of Beyond Beef versus the current single pack

- Made with clean, simple ingredients like protein from red lentils and faba beans

- Provides 18g of protein per serving with just 1.5g of saturated fat from avocado oil

Delivers a juicy, meaty flavour and, due to avocado oil's higher smoke point, the latest Beyond Beef sizzles and caramelises to perfection

No GMOs or cholesterol