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Beyond Meat introduces Beyond Immerse plant protein drink

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Beyond Meat announced Beyond Immerse, an innovative combination of plant protein, fibre, antioxidants, and electrolytes designed to replenish the body with every refreshing sip. The line will debut in three crisp and invigorating flavours: Peach Mango, Lemon Lime, and Orange Tangerine. Beyond Immerse will be available for a limited time exclusively on Beyond Test Kitchen.

â??With Beyond Immerse, we are bringing our pioneering expertise in unlocking the power of plants to a functional beverage line,â?• said Ethan Brown, founder and CEO of Beyond Meat. â??Our intent is simple: immerse the consumer in the remarkable nutrition of plantsâ??from protein to fibre, with the addition of antioxidants and electrolytesâ??all in a single refreshing and satisfying 12 fl oz drink. Beyond Immerse has been specially and carefully designed to provide nutrients that are critical to muscle health, gut health, and immune function, so that whatever the goal is, consumers can Go Beyond.â?

Beyond Immerse Highlights:

Features plant-based ingredients like protein from peas and fibre from tapioca

Available in 3 flavours: Peach Mango, Lemon Lime, and Orange Tangerine

Each flavour will come in two protein options:

10g protein/7g fibre/60 calories

20g protein/7g fibre/100 calories

Good source of protein, critical to support muscle health

Excellent source of fibre with 7g per serving, vital to support a healthy gut

Excellent source of antioxidant Vitamin C, essential to support immune function

Made with electrolytes

No GMOs or sugar alcohols