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Beyond Meat Debuts Latest Beyond Breakfast Sausage LineupÂ

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Beyond Meat, otherwise known as Beyond The Plant Protein Company, announced the nationwide rollout of its latest Beyond Breakfast Sausage lineup at major retailers, including Kroger and Sprouts Farmers Market, with Whole Foods Market coming soon.

As protein continues to dominate consumer nutrition priorities, with 70 per cent of Americans actively trying to increase intake and nearly half prioritising protein at breakfast, the brand is leaning into the morning occasion with great-tasting and convenient plant protein options made from clean ingredients designed to help consumers fuel their day.

The new lineup includes Beyond Breakfast Sausage Links and Beyond Breakfast Sausage Patties in Original and Spicy. Crafted with simple ingredients and heart-healthy avocado oil, the products deliver craveable flavour with strong nutritionâ??featuring 7â??9g of plant protein per serving with just 0.5g of saturated fat and no cholesterolâ??making them a satisfying, better-for-you breakfast option.

The products also underscore the companyâ??s leadership in clean, transparent ingredients. Made without GMOs, these new offerings are the first plant-based breakfast sausages to earn Clean Label Project Certification. The Clean Label Project awards certification to products that meet its rigorous standards for purity and transparency through comprehensive, independent testing.

â??Weâ??re thrilled to bring our new Beyond Breakfast Sausage lineup to retailers nationwide, giving consumers more opportunities to fuel their bodies with these Clean Label Project Certified products,â?• said Ethan Brown, Founder and CEO of Beyond Meat. â??By combining great taste with thoughtfully chosen ingredients, weâ??re making it easier than ever to start your day with Beyond.â?•