

Beyond Meat Launches Phytosphere Plant-Based Nutrition Portfolio

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Company launches new, comprehensive nutrition platform featuring powders, bars, beverages, and center-of-plate offerings



Beyond Meat, also known as Beyond the Plant Protein Company, announced the launch of the Phytosphere, a portfolio of products designed to make it easier to access the superpowers of plants. Available at the newly launched www.BeyondPlantProtein.com, the portfolio brings together powders, bars, beverages, and center-of-plate offerings in an integrated nutrition platform that allows consumers to stack nutrients—from plant protein and fiber to polyphenols and phytosterols—across the course of their day and week.

“The nutritive benefits of plants are extraordinary, yet we often fail to get meaningful amounts of these superpowers in our modern diet,” said Ethan Brown, Founder and CEO of Beyond Meat. “The Phytosphere portfolio invites the consumer into a world where access to powerful phytonutrition is cutting edge, delicious, and convenient. As with our innovation more generally, we are building out the Phytosphere portfolio with our consumers, and for our consumers, and have been looking forward to this launch.”

Meet the Phytosphere Portfolio

Beyond Star Series, including:

Beyond Starmatter: A nutrient-boosted protein powder that delivers plant protein, fiber, probiotics, extracts with polyphenols, plant sterols, biotin, adaptogens, vitamins, minerals, and more. Beyond Starmatter will be available in Vanilla, Salted Caramel, Strawberry Banana, Golden Latte, and Plain.

Beyond Starcut: A savory plant-based jerky bar made with plant protein and mycelium, delivering 17g of protein and 3g of fiber with 0g added sugar, 10mg of cholesterol, no added antibiotics or hormones, and no added nitrates or nitrites. Available in Asada Style, Spicy Southwest BBQ Style, and Classic Dill Flavored.

Beyond Veggie: A burger made with more than 10 fruits and vegetables, legumes, seeds, plant protein, extracts with polyphenols, and plant sterols, which, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease. Each burger patty serving delivers 12g of protein and 6g of fiber, with 0mg of cholesterol. Available in Chipotle Black Bean and Spiced Chickpea, Beyond Veggie is a good source of protein, iron, potassium, and magnesium.⁸ Beyond Veggie joins a broad range of center-of-plate products available on the Phytosphere, including Beyond Steak Filet and Beyond Ground Faba.

Beyond Immerse: A crisp, sparkling protein beverage that delivers 20g of plant protein, 5g of fiber, electrolytes, and antioxidants with just 110 calories per can. Beyond Immerse, which is made with organic agave, is available in Peach Mango, Strawberry Lemonade, and Cherry Berry.