



P R E S S R E L E A S E

PHW to Introduce U.S. Plant-Based Meat Leader, Beyond Meat, to the German Market as its Sales and Distribution Partner

Los Angeles // Rechterfeld, April 2018. California-based Beyond Meat, which counts Bill Gates and Leonardo DiCaprio among its investors, is working to change the meat we eat by replacing animal protein with plant-based proteins. The company's mission is to perfectly build meat from plants, delivering all of its benefits without downside. With the debut of the company's flagship Beyond Burger, Beyond Meat revolutionized the marketplace by introducing the first plant-based burger to be sold in the meat case alongside beef at major American grocery chains.

Today, the company reaches another important milestone and announces its entry into the European market through German distribution: "Over many months, we have been working hard to select a strategic partner for our international expansion. I am very pleased that with the PHW Group we have found a long-term partner who has extensive expertise in the European market with regard to distribution, logistics, and customer and consumer engagement." said **Ethan Brown**, Chief Executive Officer and Founder of Beyond Meat.

As a first step, the PHW Group, which also includes the WIESENHOF brand, will exclusively take over distribution in the German market for the California company. Specifically, this means that the family business of Lower Saxony will sell The Beyond Burger in Germany.

"I am very pleased that we were able to convince Beyond Meat of our capabilities. Not only will we use all our know-how in the logistics and production of convenience and vegan products, but above all our expansive distribution network to boost the launch of Beyond Meat," says **Peter Wesjohann**, CEO of the PHW Group. "We consciously embrace this supposedly unusual partnership because we believe in growth through diversity. Our job as a food manufacturer is to create as many different offerings for the consumer as possible: for example, we offer the consumer a wide range of protein-rich products, from conventionally produced poultry meat, to private courtyard poultry, to a vegan range. Against this backdrop, we also understand our partnership with Beyond Meat."

Beyond Meat

The Beyond Burger has established itself as the benchmark in the plant-based meat category, with its revolutionary formulation that looks, cooks and satisfies like real beef but is made entirely from plants with no GMOs, soy or gluten. Aimed at satisfying hearty appetites while being a better-for-you protein option, The Beyond Burger has more protein than a traditional beef burger, with less total and saturated fat. Living up to the brand's promise of Eat What You Love™, The Beyond Burger allows consumers to have more burger eating occasions while enjoying the benefits of a plant-based meal. Beyond Meat's products are currently available at more than 25,000 grocery stores and restaurants in the U.S. To learn more, visit

www.BeyondMeat.com

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