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Zandbergen World's Finest Meat to Distribute Beyond Meat® in the European Market

As one of the largest European meat importers and a producer of high-quality meat products, Zandbergen World's Finest Meat is delighted to announce that they will represent Beyond Meat in Europe. The California-based start-up is widely recognized as the plant-based meat category leader, and after explosive growth in the U.S. market, is expanding to Europe.



The delegation of Zandbergen World's Finest Meat together with Beyond Meat founder and CEO Ethan Brown, during their site visit at Beyond Meat's Headquarters in Los Angeles, California, celebrating their partnership.

Zandbergen World's Finest Meat, based in Zoeterwoude, The Netherlands, will begin offering Beyond Meat's flagship Beyond Burger® to food service customers throughout Europe, except Germany & The UK, from July onwards.

"The European market represents a significant opportunity for Beyond Meat and we are thrilled to be partnering with one of Europe's leading meat distributors to enter the market," said Beyond Meat CEO and founder Ethan Brown.

The revolutionary Beyond Burger is the first plant-based burger that looks, cooks and satisfies so much like beef, that it is sold in the meat case in U.S. based grocery stores.

"As a family owned company we think about the long-term relationship we want to build with our consumers. If we want to maintain our leading role in the meat industry, we feel the need to anticipate the changing behavior of consumers," Joris Zandbergen explained. "For the future we see ourselves as a supplier fulfilling our customer's protein needs, rather than being a meat supplier solely."

Adriaan Figeo, CCO of Zandbergen World's Finest Meat added: "In Beyond Meat we've found an innovative partner, who's products are revolutionary. For consumers who are looking for more

diverse protein options, Beyond Meat is the answer. We strongly believe in their products. As these products look and taste similar to beef, it's a really good option for flexitarians too."

Beyond Meat, which counts Bill Gates, Leonardo DiCaprio and multinational Tyson Foods among its investors, is working to change the meat we eat by replacing animal protein with plant-based proteins. By addressing the protein at the center of the plate, Beyond Meat aims to positively impact four growing global concerns: human health, the environment, natural resources and animal welfare. Beyond Meat's portfolio of groundbreaking products are already available at more than 27,000 grocery stores and restaurants in the U.S., as well as in Hong Kong and Australia.

For more information, photos etc., please contact:

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