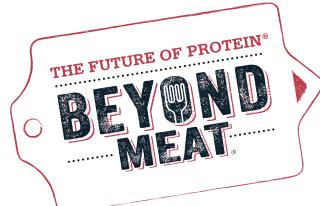




The Beyond Burger®



Good things
come from
Sysco®



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come from
Sysco®



The Beyond Burger® is A New Breed of Burger made entirely from plants. The world's first plant-based burger patty that looks, cooks and satisfies like fresh ground beef. The Beyond Burger is designed to be so juicy and "meaty" as to satisfy a carnivore's craving for meat, and provides a healthier and sustainable burger option. The media and consumers have been buzzing about "the veggie burger that bleeds," and consumers, whether meat-loving carnivores or committed vegetarians will be demanding this satisfying plant-based burger with benefits. The Beyond Burger allows consumers to indulge in a delicious burger while adhering to their dietary needs and sustainability concerns.

Features and Benefits

- 20 g of protein per 4 oz. patty (more than beef!)
- Naturally cholesterol free and gluten-free
- Ingredients are non-GMO and free of all major allergens including soy, gluten, peanut and dairy
- Satisfies consumers seeking great-tasting, better-for-you burger options
- Beef burger flavor and texture with all the added benefits of eating a plant-based meal
- The Beyond Burger cooks from a "raw" state, unlike any other veggie burger – it offers the same classic burger cooking and eating experience as using fresh ground beef
- 50% of consumers would like foodservice establishments to offer a greater variety of vegetarian options¹
- 70% of meat eaters are substituting a non-meat protein in a meal at least once a week and 22% say they are doing it more often than a year ago²

Sources:

1. Center of the Plate: Seafood & Vegetarian Consumer Trend Report 2015, Technomic
2. NPD Group 2015

Menu Ideas

Serve The Beyond Burger along with the traditional burgers on your menu to spark your customers interest in this beef alternative and encourage them to use the #BeyondBurger hashtag to generate awareness of the product on your menu and join the 2 billion+ social media impressions the company generates annually!

- **Keep-it-Classic Beyond Burger®:** A classic plant-based burger topped with crisp butter lettuce, beefsteak tomatoes, red onion and vegan mayonnaise*
- **Chipotle Beyond Burger®:** A quarter-pound juicy vegan burger topped with plant-based Cheddar, avocado, beer-battered jalapeño slices, pico de gallo and chipotle vegan mayo*
- **Breakfast Beyond Burger®:** A hearty meat-free breakfast sandwich with vegan burger patties, hash browns, vegan Cheddar, fresh avocado, and bell peppers stacked on a toasted English muffin*
- **Mediterranean Meatless Burger:** Plant-based burger patties topped with chopped veggies, olives, almond cheese and garlic hummus on a pita served with a side of tzatziki sauce*
- **California Dreamin' Beyond Burger®:** Quarter-pound vegan burger topped with fresh avocado, green lettuce, shaved red onions and Thousand Island dressing*
- **Lone Star BBQ Plant-Based Burger:** Made with a Texas sized quarter-pound plant-based burger so juicy you won't believe it's not beef! Layered with vegan Cheddar cheese, freshly cut and battered onion rings, and Lone Star barbecue sauce

*pictured

Preparation Instructions

- Keep Beyond Burgers frozen until 24 hours prior to use. Cook burgers from refrigerated temperature, not frozen.
- Slack burgers out onto trays and thaw out at refrigerated temperature for 24 hours. Once defrosted, burgers are good for 3 days. Prior to defrosting, burgers have a 9 month shelf-life.
- Pre-heat grill or pan to medium-high heat and cook for 3 minutes per side. Do not overcook, product is made to have a medium rare appearance.

SUPC	Pack/Size	Brand	Description
4826164	40 / 4 OZ	BEYMEAT	VEGETARIAN MEAT PTY BYND BRGR

Sysco's Cutting Edge Solutions provides new and exclusive products to help you refresh your menu, drive repeat business and streamline back-of-house operations. **Contact your local Sysco Marketing Associate or visit SyscoFoodie.com for more details.**
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