

Taco Bell® And Beyond Meat® Introduces New Beyond Carne Asada Steak®

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“At Taco Bell, we’ve long believed that anyone should be able to choose plant-based menu items without compromising the flavors they crave,” said **Liz Matthews, Taco Bell's Global Chief Food Innovation Officer**. “That’s why we at Taco Bell are thrilled to reveal the result of our long-standing partnership with Beyond Meat, which is previously unseen in the QSR industry. This plant-based carne asada steak is just the latest move in our history of crafting some of the most unique, crave worthy offerings for all fans.”

“We know that consumers are looking for diverse protein options that are better for the planet without compromising on taste, so we’re incredibly excited to launch our brand-new, innovative Beyond Carne Asada Steak,” said **Dariusz Ajami, Beyond Meat’s Chief Innovation Officer**. “Designed to specifically complement the bold, savory flavor’s that Taco Bell is known for, Beyond Carne Asada Steak delivers the flavorful, delicious taste and texture of marinated, grilled steak with the added benefits of plant-based meat.”

The Beyond Carne Asada Steak is a delicious plant-based option crafted with simple plant-based ingredients and Taco Bell’s signature spices, and the product is certified vegan by the American Vegetarian Association (AVA). Like all of Beyond Meat’s products, Beyond Carne Asada Steak is made without GMOs or added hormones. Beyond Carne Asada Steak will be featured in a quesadilla and priced the same as a traditional steak quesadilla, but thanks to Taco Bell’s customizable menu, it can also be enjoyed in any menu item. There is no additional cost to swap Beyond Carne Asada Steak for steak, as Taco Bell seeks to provide more people with affordable and crevalle access to plant-based products.

Beyond Carne Asada Steak is made from simple, plant-based ingredients like vital wheat gluten and faba bean protein.

Taco Bell defines "vegan" as containing no animal ingredients. It's important to note, however, that in some restaurants we use the same frying oil to prepare menu items that may or may not contain animal ingredients. Vegan and animal ingredients are handled in common and cross-contact may occur. Taco Bell's vegan ingredients are certified by the American Vegetarian Association. Neither Taco Bell, our employees, our franchisees or the AVA assume any responsibility for such cross-contact.

Taco Bell partnership with Beyond Meat increases the brand accessibility to delicious plant-based items.