

Beyond Meat unveils new and expanded line of Beyond Crumbles

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Beyond Meat, a leader in plant-based meat announced a newly renovated and expanded line of Beyond Crumbles rolling out now in the freezer aisle at grocery stores across the U.S. The next generation of the company's plant-based crumbles will be available in three crave-able flavours and have a good source of protein, are low in saturated fat, and meet the rigorous nutrition criteria of the American Heart Association's distinguished Heart-Check Food Certification Program and the American Diabetes Association's Better Choices for Life Program.

Beyond Crumbles are juicy, bite-sized crumbles that go from frozen to finished in just a few minutes for a delicious and healthy protein option for breakfast, lunch or dinner. Made with clean and simple plant-based ingredients, Beyond Crumbles have 12g of protein per serving with less than 1g of saturated fat and no cholesterol — nutritional that make it a heart-healthy food. These new plant-based crumbles will be available in three versatile flavours, Beyond Beef® Crumbles Original, Beyond Beef® Crumbles Feisty, and the newest flavour, Beyond Sausage® Crumbles Italian-Style, which will be available this summer. Convenient and easy to prepare, simply sauté the crumbles for four minutes in a skillet before adding them to your favourite dish or sauce. From a Feisty Cauliflower Fundido and rich Sweet Potato Chili to a hearty Mushroom Bolognese, the crumbles are endlessly customisable to fit any recipe.