

Beyond Meat expands Beyond IV product line with debut of new sausage

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Beyond Meat announced the expansion of its Beyond IV product line with the rollout of the new, fourth-generation Beyond Sausage[®] at grocery stores nationwide. Featuring enhanced flavour and a meatier texture, the new Beyond Sausage has been reformulated to advance taste and nutrition as part of Beyond Meat's ongoing mission to deliver plant-based proteins that are incredibly delicious and offer significant nutritional and environmental benefits for consumers. This exciting announcement follows the debut of the new[®] Beyond Burger and Beyond Beef, the most important renovation in the company's history.

"The new Beyond Sausage is incredibly juicy, meaty, and delicious, and I love that it's made with heart-healthy avocado oil, helping to lower the saturated fat to just 2g per link! Plus, it has less sodium than the previous version and features a simplified ingredient list. Beyond Meat is truly pioneering the future of superior plant-based meat products," said Joy Bauer, renowned registered dietitian, #1 NYT bestselling author, and Beyond Meat nutrition advisor.

"The new Beyond Sausage is an incredibly delicious and versatile product that is a must-have for your summer gatherings. From classic sausage, peppers and onions, to the perfect protein-topper for pasta, salads and more, these juicy sausages grill gorgeously and sear super well thanks to the addition of avocado oil," said Diana Stavaridis, Senior Culinary Manager, Beyond Meat.