

Beyond Meat unveils expanded line of Beyond Steak

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Beyond Meat, a leader in plant-based meat announced an expanded line of Beyond Steak, one of the fastest-growing and top-selling plant-based meat products on the market, at Sprouts Farmers Market stores coast to coast. The new line of pre-seasoned steak tips is available in two crave-able flavours, Beyond Steak Chimichurri and Beyond Steak Korean BBQ-Style, is a good source of protein, is low in saturated fat, and meets the nutrition criteria of leading health organizations.

Designed to deliver the juicy, tender bite of seared steak tips in a pre-seasoned format for added convenience, the new varieties are not only delicious and easy to prepare but also boast a strong nutritional profile with 20g of clean plant-based protein, just 1g of saturated fat per serving, and no cholesterol. Beyond Steak Chimichurri and Beyond Steak Korean BBQ-Style are heart-healthy⁴ plant-based steak offerings that meet the rigorous nutrition criteria of the American Heart Association's Heart-Check program and the Better Choices for Life Program of the American Diabetes Association and are Non-GMO Project verified.

“The original Beyond Steak was a game-changing product, which has been praised for its tender bite, juiciness, and flavour. It is one of the top-selling plant-based meat products on the market. For those who enjoy the meaty taste and texture of steak but wish to cut down on saturated fat and cholesterol in their diet, we are thrilled to introduce two new delicious, convenient and heart-healthy varieties of Beyond Steak,” said Drew Lufkin, Senior Vice President of Sales, Beyond Meat.