

Beyond Meat launches next-gen Beyond Burger and Beyond Beef at Erewhon

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Beyond Meat, a leader in plant-based meat, announced the debut of its latest iterations of the award-winning Beyond Burger and Beyond Beef (Beyond IV) at Erewhon locations. The launch underscores the shared mission of both brands: to provide clean food made with simple ingredients that nourish the body and support the planet. The new Beyond Burger and Beyond Beef offer 21g of protein per serving with just 2g of saturated fat derived from heart-healthy avocado oil, and no GMOs, cholesterol or added antibiotics or hormones. They are the first plant-based meat products certified by the Clean Label Project.

"We're proud to bring our delicious Beyond Burger and Beyond Beef to the Erewhon community," said Ethan Brown, founder and CEO of Beyond Meat. "These products strike at shared goals and values between our two companies, delivering strong macronutrients, leading with high ingredient standards, and sourcing inputs that are intrinsically regenerative and earth-positive, such as protein from yellow peas, red lentils, and faba beans."