

Beyond Meat Broadens Portfolio Beyond Protein with Sparkling Plant-Based Drink Line

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Beyond Meat announced the launch of four new flavour variations of its first-ever beverage line, Beyond Immerse, a sparkling protein drink that combines plant protein, fibre, antioxidants, and electrolytes. Building on early momentum, the brand is adding four invigorating flavours to its lineup: Cherry Berry, Strawberry Lemonade, Piñña Colada, and Cucumber Grapefruit—delivering more ways to enjoy a functional beverage. The new flavours are available for a limited time starting today exclusively on Beyond Test Kitchen.

“Beyond Immerse represents a meaningful next chapter for our brand as we expand beyond centre-of-the-plate protein,” said Ethan Brown, founder and CEO of Beyond Meat. “We challenged ourselves to redefine the protein drink, designing a beverage that immerses the body not only in protein but more broadly in the remarkable power of plants. Available in 10g and 20g protein varieties and packed with 7g of fibre, antioxidants, and electrolytes, Beyond Immerse fuels and nourishes the body. We can’t wait for consumers to experience the new flavors for themselves.”

Beyond Immerse Highlights:

Features plant-based ingredients like protein from peas and fibre from tapioca

Available in 4 new flavours: Cherry Berry, Strawberry Lemonade, Piña Colada, and Cucumber Grapefruit

Each flavour will come in two protein options:

10g protein/7g fibre/60 calories

20g protein/7g fibre/100 calories

Good source of protein, critical to support muscle health

Excellent source of fibre with 7g per serving, vital to support a healthy gut

Excellent source of antioxidant Vitamin C, essential to support immune function

Made with electrolytes

No GMOs or sugar alcohols

Cherry Berry, Strawberry Lemonade, Piña Colada, and Cucumber Grapefruit join the current Beyond Immerse flavour lineup of Peach Mango, Lemon Lime, and Orange Tangerine. Beyond Immerse is available exclusively for a limited time on Beyond Test Kitchen, and beginning today, the protein drink will also be offered in variety packs.