

Beyond Meat, First in Plant-Based Meat Category to Achieve Clean Label Project Certification

20 March 2026 | News

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Beyond Meat, otherwise known as Beyond The Plant Protein Company, announced that more than 20 products across its portfolio have earned Clean Label Project Certification, a designation awarded following rigorous third-party testing for environmental contaminants and harmful substances, including heavy metals and pesticides, and validation in line with strict purity standards. The milestone reinforces the company's mission to create clean, simple products made with quality ingredients and backed by transparency and accountability.

As the first company to earn Clean Label Project Certification for plant-based meat products, including Beyond Burger, Beyond Beef, Beyond Steak and Beyond Chicken Pieces the brand sets a new benchmark for transparency and purity. With today's announcement, the company expands its Clean Label Project Certified portfolio to include Beyond Steak Filet, Beyond Ground Original and Beyond Immerse protein drinks in Peach Mango, Orange Tangerine and Lemon Lime – the first ready-to-drink protein drinks to earn this recognition.

"Third-party certifications like Clean Label Project validate the standards we hold ourselves to every day as we deliver the power of plants to the consumer. Our commitment to clean and healthful ingredients defines us, and we are pleased to see this external recognition," said Ethan Brown, Founder and CEO of Beyond Meat.

"Earning Clean Label Project Certification across more than 20 products demonstrates Beyond Meat's continued focus on transparency and product quality," said Molly Hamilton, Executive Director of Clean Label Project. "Our program is designed to recognise brands that take proactive steps to evaluate and address contaminants in the products consumers rely on every day. These certifications underscore Beyond Meat's commitment to accountability and exceeding the status

quo.ã?•