

Beyond Meat Expands Functional Beverage Line with Big Geyser Partnership

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Beyond Meat, otherwise known as Beyond The Plant Protein Company, announced a distribution agreement with Big Geyser, one of the nation's largest non-alcoholic beverage distributors and the non-alcoholic beverage distributor in New York. The partnership marks the launch of Beyond Immerse beyond the direct-to-consumer channel, expanding the company's first functional beverage line into the influential New York market with three delicious flavours.

As a trusted partner to some of the most in-demand brands in the beverage industry, including Celsius, Poppi, C-4, Bloom, Essentia Water, and Just Ice Tea, Big Geyser is known for driving scale and accelerating market penetration. With extensive reach across the New York region, spanning more than 26,000 outlets across grocery, drug, convenience, mass merchandisers, club, and foodservice channels, Big Geyser provides a powerful platform to expand Beyond Immerse and bring it to consumers at scale.

"We are proud to partner with Beyond Meat, whose functional beverage is unlike anything else in our portfolio," said Jerry Reda, President and COO of Big Geyser. "They've created a truly differentiated product that delivers on everything today's consumer is looking for: protein, fibre, antioxidants, and electrolytes—all in a light, refreshing sparkling drink. We also value that Beyond Immerse is made with non-GMO ingredients and contains no whey protein, setting it apart from other options currently on the market. With more than 30 years of experience scaling leading brands, we're excited to bring our expertise to this innovative product and help establish Beyond Immerse as the go-to protein drink on the East Coast."