



**BEYOND MEAT**  
**THE BEYOND BURGER**  
**PLANT-BASED BURGER PATTIES**

**20G** OF PLANT PROTEIN PER SERVING

SOY FREE  
GLUTEN FREE

NON-GMO Project VERIFIED

PERISHABLE: KEEP REFRIGERATED  
TWO - 1/4LB PATTIES • NET WT. 8 OZ (227 g)

IF PURCHASED REFRIGERATED, USE BY: [DATE]  
OTHERWISE, APPROX REFRIGERATED "USE BY" DATE

# Marketing in the News

Jonathan Holtmann | Jason LaRue

# Beyond Meat

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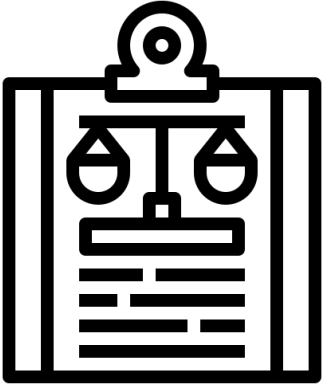
Beyond Meat  
sells plant-based  
burger and  
sausage  
alternatives

Their products are  
sold in the meat  
section of grocery  
stores

Beyond Meat  
products cost  
more per pound  
than traditional  
meat

# Beyond Meat

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**Beyond Meat** is being **sued** by meat company representatives over their use of the words "**meat**" and "**burger**" on their packaging

# Beyond Meat's Marketing Strategy

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1. "Tesla Strategy" ⇒ people are willing to pay more for environmentally friendly alternatives
2. Marketed as replacement to traditional meat
3. Sold in the meat section of grocery stores ⇒ products need to be seen as alternative to traditional meat

“If we don’t use familiar terminology, people won’t know what they’re looking for or what they’re buying at the store. We’re now at a point where we are questioning the impact of food on our health, the environment and animals, but people are used to eating a particular way. If we don’t provide foods that they’re familiar with, that they can do a one-to-one swap within their culinary applications, they’re not going to switch.”

~ Miyoki Schinner

# Marketing Mix

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## Price



Additional margin over traditional meat products. Sometimes twice the price per lb.

## Product



Environmentally friendly alternative to traditional meat products

## Promotion



Social media as well as physical placement of products in grocery stores

## Place



Meat section of the grocery store. Where other meat products are sold.

# Benefits of their marketing strategy

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- By placing themselves in the meat section, Beyond Meat identifies their product as a direct competitor to traditional meat
- This placement exposes the product to traditional meat consumers, and not just those who are specifically seeking out meat alternatives

# Sources

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- <https://www.ama.org/marketing-news/meat-less-burger-impossible-beyond-whopper/>
- <https://www.cnn.com/2019/09/02/beyond-meat-uses-climate-change-to-market-fake-meat-substitutes-scientists-are-cautious.html>
- <https://www.forbes.com/sites/tomtaulli/2019/05/05/beyond-meat-the-keys-to-disrupting-an-enormous-market/#197fd21b9329>
- <https://www.barrons.com/articles/beyond-meat-price-comparison-51559339044>