



Eat Beyond Joins Plant Based Foods Association (PBFA)

VANCOUVER, BC, Dec. 10, 2020 /CNW/ - [Eat Beyond Global Holdings Inc.](#) (CSE: EATS) (OTCPK: EATBF) (FSE: 988) ("Eat Beyond" or the "Company"), an investment issuer focused on the global plant-based and alternative food sector, is announcing that it has joined the Plant Based Foods Association (PBFA).

The PBFA is a San Francisco-based trade association that represents over 170 leading plant-based food companies and is focused on building a strong foundation for the plant-based foods industry to succeed and grow. Launched in March 2016, PBFA works to expand market opportunities for this fast-growing sector of the food industry.

"We are very excited to join the Plant Based Foods Association," said Patrick Morris, CEO of Eat Beyond. "The association acts as a catalyst for the industry, providing up-to-date reports and data and working closely with investors, as well as retailers to expand opportunities for plant-based food companies."

This May, the PBFA released a report that showed that U.S. retail sales of plant-based foods were outpacing total food sales throughout the COVID-19 pandemic and that animal meat sales are declining. During the 16-week period ending April 19, 2020, plant-based food sales were up 90% when compared to the year prior. Throughout the four weeks following the "panic buying" period, total plant-based foods sales grew at 27%, which was 35% faster than total retail food.

About Eat Beyond Global Holdings

[Eat Beyond Global Holdings Inc.](#) ("Eat Beyond") (CSE: EATS) (OTCPK: EATBF) (FSE: 988) is an investment issuer that makes it easy to invest in the future of food. Eat Beyond identifies and makes equity investments in global companies that are developing and commercializing innovative food tech as well as plant-based and alternative food products. Led by a team of food industry experts, Eat Beyond is the first issuer of its kind in Canada, providing retail investors with the unique opportunity to participate in the growth of a broad cross-section of opportunities in the alternative food sector, and access companies that are leading the charge toward a smarter, more secure food supply. Learn more: <https://eatbeyondglobal.com/>

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