

**News Release**  
**For Immediate Release**  
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### **Fresh n' Lean Launches Beyond Meat Into Homes**

**Anaheim, CA** - On Thursday, May 2, 2019, [Beyond Meat](#) went public with their shares, which soared to 163 percent on the first day. The plant-based “meat” alternative market is rapidly growing and Beyond Meat’s public offering validates this growth. First Wall Street and now Main Street, Beyond Meat joins the #1 ready-to-eat plant-based meal delivery service, [Fresh n’ Lean](#). Initially, Beyond Meat will be offered in Fresh n’ Lean’s A La Carte section and will expand into their newly developed plant-based performance line, out this summer.



Thomas Asseo, co-CEO of Fresh n’ Lean projects that Fresh n’ Lean will sell 100,000 Beyond Meat patties in a year. “What we like about it is that Beyond Meat is one of the very few vegan proteins that not only meets our requirements for taste but it is also a clean label product that meets our standards for quality.”

Alternative “meats” are reshaping the food industry with Carl’s Jr., Del Taco, Burger King, and other large chains incorporating and investing in them. This is not a trend but a change that is here to stay.

The potential market for plant-based “meat” is limitless. Today’s current worldwide meat market represents \$1.4 trillion and is one of the main sources of climate change. Livestock production uses one third of the world’s fresh water and 1.3 billion tons of grain is consumed. Meat production is no longer sustainable unlike Beyond Meat, which positively impacts the environment. They produce 90% fewer greenhouse gases, use 99% less water, 93% less land,

and 46% less energy (no animals are harmed in production). Plant-based products grew by more than 17% last year, according to [Nielsen Research](#) while other grocery product sales grew 2%.

Plant-based options have never been an easy find in America. But with meal delivery services such as Fresh n' Lean, delivering to all fifty states, delicious, affordable, plant-based food has never been more convenient. Plant-based "meat" alternatives are going to revolutionize the food industry especially when customers can get them direct to consumer. Cutting out brick and mortar, we may start to see more plant-based proteins in other meal delivery services.

Fresh n' Lean has found a niche with busy working professionals who know they should eat better yet struggle to find the time. With dozens of recipes and only organic ingredients, the meals prepared by Fresh n' Lean are delicious, nutrient dense and easy to eat whether at home or at the office.

#### **About Fresh n' Lean:**

Founder Laureen Asseo first began preparing healthy meals for friends and family out of her own home after her father was facing serious health concerns resulting from years of unhealthy eating. As demand rapidly grew, Fresh n' Lean expanded into a national meal distributor working towards promoting nutrition education and providing easy access to wholesome foods. Laureen's brother Thomas Asseo joined in 2011 as co-CEO. With a commercial kitchen and warehouse, the Asseos lead a talented culinary team as well as shipping operations toward a healthy eating revolution. Fresh n' Lean specializes in dishes without preservatives, additives, dairy, gluten, GMOs, hormones, or added sugar. Delivered fresh nationally, Fresh n' Lean offers expertly prepared and individually packaged dishes to be heated and enjoyed at your convenience. Their offerings accommodate conscientious eaters and high performance athletes alike. Fresh n' Lean provides customizable weekly plans as well as a la carte items where consumers can order online.

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