

## Taco Bell rolls out vegetarian menu without Beyond, Impossible meat options

As more fast-food chains double down on menu items with meatless alternatives from Beyond Meat and Impossible Foods, Taco Bell has teamed up with the American Vegetarian Association to rollout meatless alternatives to classics like its Crunchwrap Supreme and burritos.

When asked .... if the company will ever add alternative meat items to menus, Taco Bell's chief food innovation officer Liz Matthews told FOX Business: "I wouldn't say we'll never do that. It's really easy for brands to do what everyone else is doing. We want to go after things that are really exciting and are successful, and not just mediocre. At this point, we're not leaning into that."

**Read full, original article:** [Taco Bell debuts vegetarian menu without Beyond Meat, Impossible Foods](#)