

DOMAIN NAMESPACE AUDIT

Beyond The Plant Protein Co.

formerly Beyond Meat · rebrand announced March 8, 2026

March 2026

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This report has been prepared as a demonstration namespace audit. All data is drawn from publicly available sources including WHOIS records, company announcements, and press coverage.

EXECUTIVE SUMMARY

On March 8, 2026, Beyond Meat officially rebranded as Beyond The Plant Protein Co. - or simply Beyond. The announcement came at Natural Products Expo West, where CEO Ethan Brown called it “an opportunity to reshape the company around very real food that is directly from plants.” He had been signalling the shift since November 2025, when the Q3 earnings call included an explicit note about “increasing emphasis on using Beyond versus Beyond Meat as our primary brand identifier.”

The rebrand has a clear strategic rationale. The word “meat” has become a liability under a sustained misinformation campaign from incumbent food and pharma interests. Revenue is down 13.3% year-over-year. Stock has been trading below \$1 since the start of 2026. Dropping the compound and leading with a simpler, broader identity is a reasonable response to all of that.

The problem is the domain name beyondmeat.com remains the company’s primary entry point on the day it declared it is no longer Beyond Meat. And the perfect domain that would actually fit and signal strength - beyond.com - belongs to a company that just spent two years trying to be called Beyond, admitted it was a “fatal mistake,” and rebranded back to Bed Bath & Beyond in August 2025.

That company, now trading as BBY, still owns beyond.com

New brand name	Beyond The Plant Protein Co. / “Beyond” - announced March 8, 2026
Primary domain	beyondmeat.com - contradicts the rebrand on arrival
beyond.com	Bed Bath & Beyond Inc. (BBY) - redirects to corporate.beyond.com (forwarding address, no primary content). Retail site is bedbathandbeyond.com . Potentially negotiable at a premium;
gobeyond.com	Jaguar Land Rover Ltd. - held since 2016. Not acquirable. The CEO’s LinkedIn banner, SVP’s title, company hashtag, and March 4 tweet all use “Go Beyond” as live brand language.
bynd.com	Beyond (tech consultancy) - their own NASDAQ ticker BYND, different company, being absorbed into Qodea.

1. CURRENT DOMAIN INVENTORY


Based on publicly available WHOIS records and company announcements as of March 2026.

Domain	Status	Owner	Notes
beyondmeat.com	Active - primary	Beyond Meat Inc.	Current primary domain. As of March 8, 2026, the company is no longer called Beyond Meat. beyondmeat.com as the primary entry point now works against the rebrand's core purpose.
beyond.com	Not owned	Bed Bath & Beyond Inc. (BBBY)	Owned by Overstock/Beyond Inc. since Dec 2022. Company rebranded back to Bed Bath & Beyond in Aug 2025, abandoning the "Beyond" brand.
gobeyond.com	Not owned	Jaguar Land Rover Ltd.	Held by JLR since at least August 2016. Uses JLR's own internal nameservers. Corporate brand/campaign asset. WHOIS retrieval blocked. clientTransferProhibited.
bynd.com	Not owned	Beyond (tech consultancy)	Google Cloud partner, formerly owned by Next 15 Group. Being acquired by Qodea (Marlin Equity). BYND is Beyond Meat's own NASDAQ ticker – a different company is at the matching .com.

2. RISK ANALYSIS – FOUR ISSUES

The four issues below compound each other. None of them is purely technical.

Risk 1: The Primary Domain Contradicts the Rebrand



The company is now called Beyond. Its front door still says Beyond Meat.


beyondmeat.com remains the primary domain on the day the rebrand was announced. Every press link, investor bookmark, and direct navigation reinforces the compound the company just spent public capital walking away from.

A rebrand has two audiences: the market and the company's own infrastructure. The press coverage of the March 2026 announcement will link to Beyond Meat's website. The investor relations page still carries the old name. The domain is the first thing a reporter, an investor, or a consumer sees when they follow up on the story. If that domain says beyondmeat.com, the rebrand narrative has already lost the first round.

This is not a new problem. CEO Ethan Brown used the November 2025 earnings call to signal the shift publicly: "the increasing emphasis on using Beyond versus Beyond Meat as our primary brand identifier." That was the clearest possible statement of intent. The domain should have been ahead of that statement, not trailing it by months.

beyondmeat.com is not unworkable as a redirect address. It is unworkable as the primary endpoint for a company that has publicly defined itself as something other than a meat company. Every day it remains primary is a day the rebrand is undermined at the most visible level.

Risk 2: beyond.com Is the Active Corporate Domain of a Different Public Company



beyond.com is not a parked domain or an abandoned legacy asset - it is live corporate infrastructure

bedbathandbeyond.com redirects to the retail store. beyond.com redirects to corporate.beyond.com - the investor relations and corporate identity page of Bed Bath & Beyond Inc. (NYSE: BBBY). The retail brand reverted to Bed Bath & Beyond. The corporate entity is still Beyond.

The history of beyond.com is worth understanding. A job board called Beyond.com sold the domain to Bed Bath & Beyond in January 2016. The domain came with the BBB brand assets when Overstock.com acquired them in June 2023 for \$21.5 million, following Bed Bath & Beyond's bankruptcy. Overstock rebranded as Beyond Inc. with ticker BYON in November 2023, then admitted it was a "fatal mistake" for the retail brand, revived Overstock.com, and moved the retail identity back to Bed Bath & Beyond with ticker BBBY. The company currently owns Bed Bath & Beyond, Overstock, buybuy BABY, and a blockchain asset portfolio.

The split that emerged is important: bedbathandbeyond.com is where customers shop. beyond.com is a redirect - it forwards to corporate.beyond.com, where the actual corporate identity page lives. The domain itself hosts no content. It is a forwarding address, not a primary brand anchor. The retail brand reversed course. The corporate entity legally remains "Beyond," but the domain's functional role is minimal. That distinction matters for acquisition potential.


A domain actively hosting a company's primary website is structurally difficult to sell. A domain that is forwarding to a subdomain is easier to replace - corporate.beyond.com already functions as the real address. beyond.com is therefore not off the table, but it would require a board-level conversation with a NYSE-listed company and would carry a significant premium. It is a long-shot negotiation, not an impossible one.

One detail worth noting: beyond.com expires May 21, 2026 - few weeks away. For a domain serving as the corporate entity's forwarding address, best practice is renewal for the maximum period - typically 10 years - well in advance, to eliminate any risk of accidental lapse or competitive opportunism. Annual rolling renewal on a domain of this value is itself a sign of reactive domain governance. It does not signal intent to release it, but it does signal the domain is not being managed with the care its strategic value warrants.

Critically, Bed Bath & Beyond Inc. is not a passive domain holder - they are an active market participant. On February 2, 2026, they announced the acquisition of the Tokens.com domain portfolio from Realbotix Corp. for US\$2.245 million, closing April 1, 2026. The acquisition was explicitly for their "blockchain asset portfolio." A company that just paid over two million dollars for a domain portfolio understands domain valuation and transacts on both sides of that market. They bought beyond.com in January 2016. They bought tokens.com in 2026.

A conversation about selling beyond.com is not out of character for this company - but pricing expectations will be informed by exactly this level of market sophistication. The tokens.com deal also established a useful payment structure precedent: \$1.5M at closing, with two tranches across 10 months. An installment structure is viable for a counterparty managing cash through a turnaround.

Risk 3: “Go Beyond” Is Already in the Market - and gobeyond.com Belongs to Jaguar Land Rover



“Go Beyond” is the company’s live brand positioning. The domain belongs to a £25B car company.

CEO Ethan Brown’s LinkedIn banner: “GO BEYOND.”
SVP Sales Drew Lufkin: title listed as “Go Beyond.”
Company LinkedIn: #GoBeyond.
Official tweet March 4, 2026: “Join us. Go Beyond. Feed a better future.”
gobeyond.com: Jaguar Land Rover Ltd., since 2016.

This is not an internal naming discussion. “Go Beyond” is deployed. The CEO’s LinkedIn banner uses it as the primary visual. The SVP of Sales has it listed as his functional title. The company’s official LinkedIn description ends with #GoBeyond. The March 4, 2026 rebrand tweet - four days before the formal announcement - closes with “Join us. Go Beyond. Feed a better future.”

gobeyond.com has been a Jaguar Land Rover corporate asset since at least August 2016. It uses JLR’s own internal nameservers. The WHOIS retrieval is blocked. Jaguar Land Rover is a company with revenues in excess of £25 billion, so gobeyond.com is presumably not easy to acquire either.

The brand is building equity in a phrase it cannot own at the primary domain level. Every campaign asset, every social post using #GoBeyond, every sales deck with the tagline is pointing consumers toward a phrase that resolves to a car company’s server. That is not a future risk. It is a current one.

The Twitter handle compounds this: the rebrand announced “Beyond The Plant Protein Company” while the account is still @BeyondMeat. Three different brand identities - Beyond Meat, Beyond, Go Beyond - are running simultaneously without a coherent namespace to anchor any of them.

“

Welcome to Beyond The Plant Protein Company. A new chapter begins, rooted in the power of plants. Join us. Go Beyond. Feed a better future.

@BeyondMeat on X (Twitter), March 4, 2026 – 10,900 views

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Risk 4: bynd.com - the Company's Stock Ticker - Is a Different Company

BYND is Beyond Meat's NASDAQ ticker. This could have potentially been a solution for the rebrand to Beyond. bynd.com is the website of Beyond, a Google Cloud technology consultancy formerly owned by Next 15 Group and currently being acquired by Qodea, backed by Marlin Equity Partners. The two have no connection.

This matters for two reasons. First, any investor or analyst who types bynd.com looking for Beyond Meat information reaches a technology firm's landing page. Second, as Qodea absorbs the Beyond tech brand, bynd.com may eventually become redundant for its current owner - at which point it could become available. That timeline is unclear and speculative, but the domain is worth monitoring given its exact match to the NASDAQ ticker.

3. THE NAMING QUESTION

The rebrand chose to shed “Meat” rather than shed the entire compound. That is a defensible decision - the company has spent fourteen years and hundreds of millions of dollars building equity in the Beyond Meat name, and “Beyond” alone has genuine resonance. The problem is not the word but rather the word without the matching domain.

The counter-argument is timing. A company with stock below \$1, revenue declining 13.3% year-over-year, and a debt restructuring still in progress does not have the runway or the public goodwill for a complete brand rebuild. Shedding “Meat” is a smaller, faster, cheaper intervention than becoming something else entirely. The equity in “Beyond” is real and worth preserving.

The honest position: the name is defensible. The domain situation is not. They are separate problems, and the domain problem is the urgent one. The company can be Beyond on beyondmeat.com in the short term. It cannot afford to miss beyond.com if the owner is willing to sell or at least explore some of the other options.

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It’s just not the moment for plant-based meats right now.

*Ethan Brown, CEO, Beyond The Plant Protein Co.
Natural Products Expo West, March 2026*

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If it is not the moment for plant-based meats, it is exactly the moment to secure the namespace for whatever comes next. The company is actively “broadening the aperture,” in Brown’s own words - into protein drinks, into new categories, into uses of plant protein that the Beyond Meat brand would have constrained. All of that broadening runs through the domain. beyond.com is the widest possible aperture.

4. PRIORITISED RECOMMENDATIONS

Three actions, in order of urgency.

#	Priority	Action	Timeframe	Cost
1	Immediate	<p>Resolve the domain strategy before the rebrand narrative sets</p> <p>Bed Bath & Beyond (BBBY) is an active domain market participant - they bought beyond.com in 2016 and paid US\$2.245M for the Tokens.com portfolio in February 2026. They transact. A conversation about selling beyond.com is viable, not speculative. The domain functions as a forwarding address to corporate.beyond.com rather than primary infrastructure, which means corporate.beyond.com already operates as the real address making beyond.com easier to replace on their side than a primary-hosted domain would be. Expect a seven-figure negotiation. The tokens.com deal structure (installments over 10 months) is a precedent that could work for a company managing cash through a turnaround.</p>	Now	Strategic

2	30 days	<p>Resolve the “Go Beyond” naming direction before it becomes a campaign</p> <p>gobeyond.com is a Jaguar Land Rover corporate asset. If this phrase is being used internally as the brand’s new positioning, the namespace needs to be assessed before external communications are built around it. A brand direction without a home domain is a campaign that will be impossible to anchor. Either secure the domain or revisit the direction before it goes public.</p>	30 days	Strategic
3	Strategic	<p>Assign a named domain owner and set a beyondmeat.com migration timeline</p> <p>beyondmeat.com should have a public retirement date. Not next week, but not open-ended. A 12-month transition window - during which it redirects to wherever the primary domain lands - is standard for a rebrand of this scope. The decision about what it redirects to depends on whether beyond.com is acquired. Both questions require a named owner: not a committee, a person accountable for the namespace as the company executes its turnaround.</p>	90 days	\$0

THE HARDER QUESTION

The rebrand launched without a domain to land on. beyondmeat.com contradicts the new identity. beyond.com is the active corporate domain of a different NYSE-listed company. gobeyond.com is Jaguar Land Rover's. The company rebranded into one of the most contested words in the brand universe and is now operating under a name it does not own at any of the obvious entry points.

That is not a reason to reverse the rebrand. "Beyond Meat" carried its own liabilities - the word "meat" had become a target, and shedding it was a defensible call. But the name chosen as a replacement was selected without securing the namespace first. The result is a brand identity that exists in communications - in the CEO's LinkedIn banner, in the SVP's title, in the March 4 tweet - but has no stable domain home to point to.

The question is what comes next.

beyond.com is the clearest answer - and it is a negotiation that is worth opening. The current owner just paid US\$2.245M for a domain portfolio in February 2026. They understand the market. They transact. Expect a complex transaction for a company in turnaround, but it is a tractable one. The decision on which path to pursue needs to happen before another year of marketing spend compounds on a primary domain the company has already publicly defined itself beyond.

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We are looking to transform not only the operational base, the margin of our company, but also the top line growth. We are thinking about that creatively and aggressively.

Ethan Brown, CEO, Beyond Meat Q3 2025 earnings call, November 2025

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The namespace is part of the transformation. beyondmeat.com is not.

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