



Brand Storytelling

“Say Cheese! A New Oatly Era is Among Us!”

It’s Been A Long Time Coming...

We are excited to announce that we have three new oat-based cheeses coming to you on March 27, 2024! These delicious, revolutionary cheeses are based on flavors that we know and love but are better for your body and the environment too! Get your taste buds ready because our three new cheeses will become your new go-to. If you're an OG Oatly fan, we know you have been waiting for this launch, and I don't mean to be cheesy, but I promise it will not disappoint.

Smile, You’re on Camera!

We hope our new launch is making you smile! We have bus shelters (mirrors) all over New York City, Boston, Chicago, and Los Angeles – so make sure to check our socials and join in the fun. We hope you will share your love for our new Oat-Zarella, Provol-Oat, and Forget The G-Oat Cheese by posting under the hashtags #saycheese and #oatlycheese.

Cheese Recipes

In case you need more reason to be excited, we will be posting new cheesy recipes for you to follow (using Oatly cheeses) so that you can incorporate them into your favorite meals. Whether you want to create a gourmet meal or just enjoy one on its own, our cheeses are delicious, environmentally friendly, and good for your body.

Made With Love

Obviously, the main ingredient in our cheeses (and all of our products) is oats, but the second key ingredient is love. As a company, we channeled our passions into creating something delicious that also gives people the peace of mind that they are spending their money on something good. Something that feels good in customers' bodies but also is more mindful of our Earth. We aim to make a positive impact and create something groundbreaking that revolutionizes the way people view plant-based foods. So, we hope you will join us on our journey of spreading the word of conscious consumption. We are happy you're here!

With Love (and Oats),

The Oatly Team