



Oatly Unveils New Oat-Based Cheese Products

“Say Cheese!”

Malmö, Sweden. (March 13, 2024) – Today, Oatly, the world’s largest oat milk company, announced the launch of their new collection of oat-based cheese products. They are starting off their venture into the cheese space with three new, delicious products inspired by the cheeses we all know and love. The Oatly brand already has dairy free alternatives to milk, creamer, ice cream, yogurt, and cream cheese, which are beloved worldwide, so it’s safe to say their cheeses will be packing with flavor. Oatly’s new cheeses will be available in select stores and online on March 27, 2024.

“We are thrilled to be adding oat-based cheese products to our delicious array of oat milk products,” says Parker Chase, executive vice president of commercial sales at Oatly. “We are continuously creating new non-dairy alternatives for foodies all over the world. Our products deliver premium taste but are better for our planet and our bodies, and our goal is to help consumers shift from dairy by creating products that are delicious, but also have a lower environmental impact. This trio of cheeses makes our brand portfolio feel more complete and we’re confident you are going to love them!”

The non-dairy cheese items that will be available at stores nationwide on March 27 include:

- Oat-Zarella Cheese
- Provol-Oat Cheese
- Forget The G-Oat Cheese

Oatly's innovative plant-based products have become cult favorites for people internationally, so this launch is something that has consumers ecstatic. The company launched a highly popular plant-based cream cheese alternative in June 2023.

Visit <https://www.oatly.com/en-us> for information about where Oatly's Oat-Zarella, Provol-Oat, and Forget The G-Oat Cheese, products are available near you. To stay up to date on future Oatly product launches, connect with us on all social media platforms under the username @Oatly, and join in the fun with our new #SayCheese campaign.

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About Oatly:

We are the world's original and largest oat drink company. For over 30 years, we have exclusively focused on developing expertise around oats: a global power crop with inherent properties suited for sustainability and human health. Our commitment to oats has resulted in core technical advancements that enabled us to unlock the breadth of the dairy portfolio, including alternatives to milks, ice cream, yogurt, cooking creams, spreads and on-the-go drinks. Headquartered in Malmö, Sweden, the Oatly brand is available in more than 20 countries globally.

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