



IT'S ALL A MATTER OF TASTE

Oatly, the oat based alternative to dairy milk and soya shines in taste test

We are increasingly concerned about the health value of our food, and rightly so, but as the recent publicity over school meals has adequately demonstrated, it is very difficult to persuade people, and young people in particular, to eat or drink anything unless they like the taste. No matter how 'good for you' a food might be, the consumer still wants to enjoy the experience of eating and drinking. Food is definitely not seen as medicine that should be taken, no matter how nasty it tastes.

Well aware of this, Oatly, the nutritious oat-based alternative to milk, asked MSTS Ltd, to carry out an independent consumer taste test to evaluate consumers' opinions of the Oatly taste.

An astonishing 94% of respondents who took part in the taste test, preferred the taste of Oatly, to the taste of a leading soya milk brand. 60% of respondents also said they preferred Oatly to a leading rice milk.

Oatly is a delicious, healthy alternative to milk and soya products that offers numerous health benefits, whether you are milk intolerant or simply wish to follow a healthy diet. Whereas, in the past, consumers who wanted to drink a milk alternative may well have baulked at the taste of the available products, they can now be reassured that there is a milk alternative, that has a good taste and is easily available in high street supermarkets and health food stores.

Oatly can be enjoyed on its own, on breakfast cereals, on porridge or in smoothies. What's more, Oatly is heat stable, so it is ideal for use in cooking and baking instead of dairy milk.

Oatly is cholesterol-free, low in saturated fat and high in soluble fibre. It also contains no added sugar.

Oatly AB has been confident about the taste of Oatly since it was launched in Sweden in 2001. Oatly is the biggest selling alternative to milk in Sweden and the company wanted to test the product against the top milk alternative brands in the UK.

Respondents taking part in the taste test were asked to complete a questionnaire about the taste of three different milk alternatives. One of the

products was Oatly, the other two were a leading soya milk brand and a leading rice milk. All products were de-branded and were fully rotated on a respondent by respondent basis to ensure that each product had the same chance of being tried first, thereby minimising order effect/bias.

Further questions revealed that 62% of respondents thought that the strength of taste of Oatly was 'just right', whereas just 10% thought the taste of the soya milk brand was 'just right'.

52% of respondents preferred the consistency of Oatly, whereas 20% preferred the consistency of rice milk and 20% preferred the consistency of soya milk.

The brands were revealed to respondents once they had completed the taste tests.

Understanding that Oatly is made from oats appeared to have a positive effect on product acceptability and respondents were particularly interested in the cholesterol reducing benefits of Oatly, the fact that it has no added sugar and that it is 100% dairy free.

The soluble oat fibres in Oatly, known as beta-glucans, have been proven to lower blood cholesterol. The inclusion of 3g of beta-glucans in the diet per day has been shown in clinical trials to significantly lower cholesterol levels. Just one 250 ml glass of Oatly provides a third (1g) of the daily requirement of beta-glucans for cholesterol reduction.

Oatly comes in two varieties – **Organic** and **Enriched** with calcium and vitamins. Both varieties are GM-free and are made from the highest quality, carefully selected Swedish oats. Oatly products are made from pure oats and water using a unique, patented process developed at Lund University in Sweden.

Oatly costs around £1.39 for a 1 litre pack and can be found in the milk alternatives or organic sections in supermarkets. Best served chilled, Oatly stays fresh for 4-5 days in the refrigerator after opening.

Further information about Oatly and delicious recipes can be found at www.oatly.com.

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