



OATLY – THE ALTERNATIVE TO DAIRY MILK AND SOYA REPACKAGES TO BUILD ON SUCCESS IN UK

Oatly, the oat-based alternative to dairy milk and soya from Sweden's Ceba Foods, is introducing new striking and consumer-friendly packaging to build on its success in the UK non-dairy market.

The brand has experienced a surge in popularity amongst consumers who want to enjoy its all-round health benefits. Comprehensive market research has been carried out in the UK and the company has subsequently invested in an overhaul of its packaging to meet the requirements of modern, health-aware consumers.

Available now, the new packaging is designed with a contemporary, light-hearted theme and features hand-written information that advises shoppers about the various health benefits of oats in a fun and friendly manner.

Prominently featured on-pack are the following messages:

Lowers cholesterol: The inclusion of oats as part of a diet low in saturated fat can help to reduce cholesterol. Just one 250ml glass of Oatly provides a third of the daily requirement of soluble oat fibre for cholesterol reduction.

Contains oat fibre: Oatly is high in dietary fibre, which is essential for good digestion as well as helping to lower cholesterol and glucose levels.

Dairy and soya free: Oatly is free from lactose, milk protein and soya and is therefore suitable for anyone suffering an allergy or intolerance to these as well as people following special diets.

Low in fat and no added sugar: Oatly is particularly low in saturated fat and because oats have a mild taste and natural sweetness, it does not require extra sugar to make it taste good.

Retailing at £1.39 for a 1 litre pack, Oatly is a superior tasting, healthy alternative to dairy milk and soya alternatives, made from pure oats.

Oatly is available 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. For further information about Oatly, visit www.oatly.com.

For distribution information contact Wassen International on 01372 379828 or email: info@wassen.com.

Press Enquiries:

Melissa Neal/Evelyn Vittery, Bloomsbury Communications

Tel: 020 7833 3759

Email: melissa@bloomsburycommunications.com

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