OAT MILK BY DEFAULT

An easy shift to make café drinks with oat milk as the default, unless customers choose otherwise

Plant-based milks are transforming coffee culture, with oat milk taking the lead. Oat milk's creamy texture, smooth flavor, and low carbon emissions make it a favorite among customers. In response, coffee shops are increasingly adopting oat milk as the new standard for their beverages.



BENEFITS OF OAT MILK BY DEFAULT QUID QUID QUID QUID QUID

Meet Sustainability Goals

- Oat milk is the leading sustainable alternative to dairy milk -- its 85% lower in GHG emissions
- Significantly reduces a café's <u>carbon</u>, <u>land</u>, <u>and</u> <u>water footprint</u>
- Adopted by leading chains like Blue Bottle Coffee, which identifies dairy as their leading carbon emissions source from cafés

Customer Satisfaction

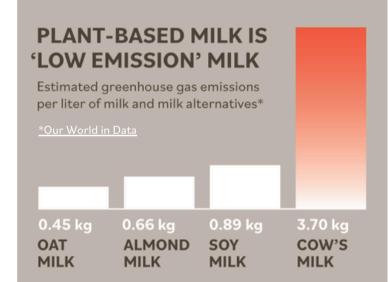
 Oat milk is the popular choice for customers, especially university students, who buy, on average, 5+ beverages each week

Health & Dietary Needs

- Naturally lactose-free
- Lower in saturated fats
- Often fortified with essential nutrients
- Inclusive to diverse communities, particularly about 65% of the world's adult population who are lactose intolerant

Save Costs

- Carry shelf-stable plant milk instead of perishable dairy to save on costs
- Cut costs by eliminating low-performing dairy milks such as 1%, 2%, skim, half-and-half



WHEN SWITCHING FROM DAIRY TO OAT MILK YOU SAVE THE EQUIVALENT OF:



1 latte = 2 showers' worth of water



3 lattes = emissions from driving 1 mile in a car

ASK YOUR FAVORITE CAFE TO MAKE THE SHIFT TO

OAT MILK BY DEFAULT



OAT MILK BY DEFAULT CAFÉS & CAMPUS COFFEE SHOPS

















Erasmus University Rotterdam







DROPPED THE PLANT MILK SURCHARGE























DROP THE PLANT MILK SURCHARGE

- Major coffee chains such as **Starbucks**, **Dunkin**' Donuts, Tim Hortons, Gregorys Coffee, Dutch Bros, Peet's Coffee, The Human Bean, and over half of U.S. coffee chains dropped the surcharge/tax for plant-based milk to cater to millions of people who are lactoseintolerant.
- Onyx Coffee Lab in Bentonville, AR, saves money by carrying shelf-stable plant milk instead of perishable dairy milk.
- Sign the **End the Milk Tax** petition to message coffee chains and tell them to drop the non-dairy surcharge.

ASK THE CUSTOMERS

- By simply asking customers their preference and offering plant milk options, this eliminates the dairy default!
- Baristas at Guilder Café in Portland asked each customer, "Would you like oat, almond, soy, or dairy?" leading with oat and other plant milk. This simple change resulted in an 18% increase in sales of plant-based drinks.

SHIFT TO OAT MILK BY DEFAULT

- In 2020, Blue Bottles US cafés and Stumptown started by eliminating the surcharge for plant-based milk. Then, both transitioned to serving oat milk by default. Now, oat milk accounts for an average of 63% of milk-based beverages at Blue Bottle!
- Pachamama Coffee Cooperative and Birch Coffee in New York shifted to oat milk by default, increasing oat milk sales by 7% in their cafes.
- Erasmus University, Pitzer College's The Grove House, Saint Mary's College of California, University College London, and Pomona College (during Earth Month) offer oat milk as the default, attracting Gen Zers who are 5x more likely to order plant-based milk.