

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.



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BENEFITS OF OAT MILK BY DEFAULT

Meet Sustainability Goals

- Oat milk is the leading sustainable alternative to dairy milk, as it produces 71% less carbon emissions per liter than dairy milk, and uses roughly 85% less land and freshwater
- 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 68% of the world's adult population is 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, and half-and-half

PLANT-BASED MILK IS 'LOW EMISSION' MILK

Estimated greenhouse gas emissions per liter of milk and milk alternatives*

*Our World in Data



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

For more tips, sign up for the betterfoodfoundation.org newsletter!

ASK YOUR FAVORITE CAFE TO MAKE THE SHIFT TO OAT MILK BY DEFAULT



OAT MILK BY DEFAULT CAFÉS & CAMPUS COFFEE SHOPS



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 lactose-intolerant.
- **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 **Guild 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.



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