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

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

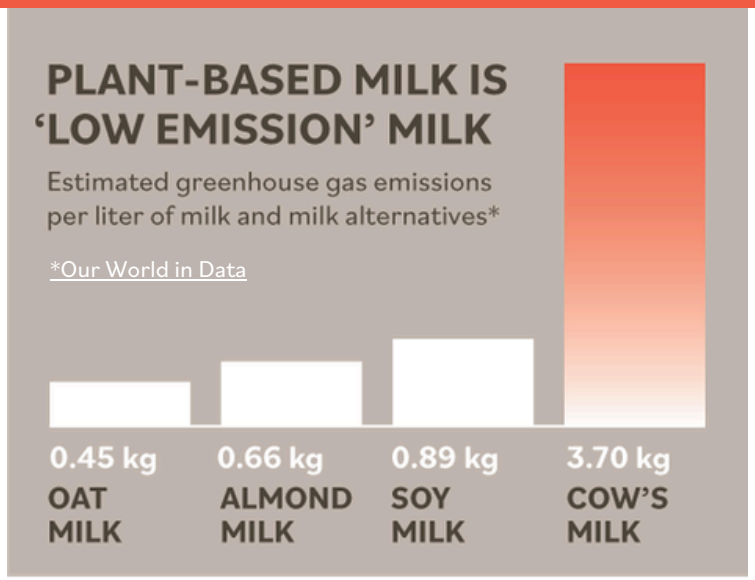
- Oat milk is the popular choice for customers, especially university students, who buy, on average, 5+ beverages each week

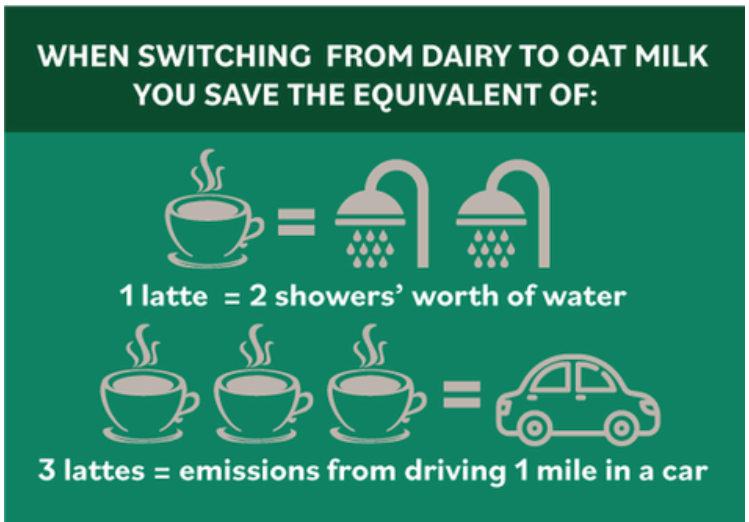
Health & Dietary Needs

- 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





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ASK YOUR FAVORITE CAFE TO MAKE THE SHIFT TO

OAT MILK BY DEFAULT



OAT MILK BY DEFAULT CAFÉS & CAMPUS COFFEE SHOPS

Stumptown Coffee Roasters
Blue Bottle Coffee
Guilder
Pachamama Coffee Farmers
Birch Coffee
Onyx Coffee Lab
PAQ
University of Michigan
Erasmus University Rotterdam
Pitzer College
Saint Mary's College of California
Pomona College

DROPPED THE PLANT MILK SURCHARGE

Starbucks Coffee
Gregorys Coffee
Pret
Dutch Bros Coffee
Dunkin' Donuts
Scooter's Coffee
Tim Hortons Cafe & Bake Shop
Blank Street
University of San Diego
Peet's Coffee
The Human Bean
Panera Bread
Cornell University

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 **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.