

wow no cow!

"SHAKE
ME!"

THE ORIGINAL

OAT-
LY!OAT
DRINK
CHOCOLATENo milk.
No soy.
No ...eh...
whatever.CLIMATE
FOOTPRINT
0.39
KG CO₂e/KGBORING
SIDE

bore you, please
her. Flip the carton
ave a wonderful day.
lease do enjoy.

Storage:

Once opened, keep
refrigerated and
consume within 5 days.

Best before:

See the top of the pack.

Oatly UK Ltd.,
78 Commerce Street,
London E14 6EJ.
Oatly AB,
Stora Varvsgatan 6c,
SE-211 18 Malmö.
Telephone numbers:
0046 0 22981234
info@oatly.com
www.oatly.com

Please recycle.



Thank you for choosing
a good package. It's
made from recycled
cardboard. Please
recycle. Read more
at www.oatly.com



FSC
Board Supporting
responsible forestry
FSC® C014047

OH-AY-
TEE-
HYPHEN-
EL-WHY-
EXCLA-
MATION-
MARK.

Finally, we have provided you with simple,
easy-to-follow guidelines on how to
pronounce our name. It was about time.

THE B
(BUT VERY
IMPORTANT)

If this side bore
read no further.
around and have a
Otherwise, please

Get drink, chocolate
flavoured, with
added vitamins and
minerals.

Ingredients:

Water, OATS 10%,
sugar 3.3%, cocoa
powder 1%, rapeseed
oil, minerals
(calcium carbonate,
calcium phosphate,
potassium iodide),
salt, flavourings,
vitamins (A2,
B12, B2),
Free from milk and
soya.

Nutrition information
Per 100 ml:

Energy	273 kJ/ 65 kcal
Fat	1.5 g
of which saturated	0.3 g
Carbohydrate	11 g
of which sugars	4.5 g
Fibre	1.1 g
Protein	1.3 g
Salt	0.15 g
Vitamin A	1.1 µg (22%)
B12	0.21 µg (15%)
Vitamin B2	0.36 µg (15%)
Calcium	138 mg (15%)
Iodine	22.5 µg (15%)

*of the Nutrient Reference Values (NRVs).

Climate footprint:
0.39 kg CO₂e per kg.
Source: Carbonfied.

CELEBRATING ALMOST A DECADE OF
MINDBLOWING CONSUMER FEEDBACK.
HOORAY! HOORAY! HOORAY!

Dear Oatly.
We buy your product but
find the messaging on the
Oatly carton offensive.
Grow up and drop the
silliness. Your customers
are adults and appreciate
information but not
nonsense. -John

Hi John! It's John. Thank you for taking
the time to write to us. The messaging
on our packaging used to be exactly what
you recommend - informative, serious,
overly-adult. The problem was nobody
ever noticed our packaging and there-
fore never read our messaging or knew
that we make all the great products we
do and therefore never ended up buying
them. Hey, wait a second. Are you trying
to trick us with your expert advice so
nobody buys our products any more,
eliminating the risk of future oat drink
shortages so you can be sure to find
Oatly every time you go to the store?
That's a pretty clever tactic, but it
won't work on us.