

**BORING
SIDE**

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

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Climate footprint:
0,38 kg CO₂e/kg. Source:
CarbonCloud, 10/2023.
oatly.com/footprint

Please recycle.

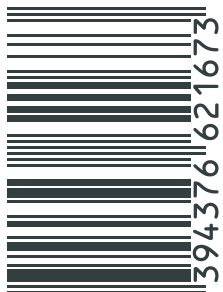


SE-EKO-01
EU agriculture

Thank you for choosing
a good package. It's
mainly plant-based.
Check locally for how
to recycle. Read more:
tetrapak.com



MIX
Board | Supporting
responsible forestry
FSC® C014047



7 394376 621673

wow no cow!

“SHAKE
ME!”

THE ORIGINAL



IN OATS
WE
TRUST

So most of our packaging sides actually have an idea behind them. You know, something that we want to say about what we do (like turning oats into liquid). Unfortunately, this one doesn't. Have an idea behind it, that is. All it has is a powerful headline that is hand-drawn by Lars, the art director who draws all of the crazy graphics on our packages by hand, in a typeface that slightly resembles the one on the dollar bill but not enough so that you would actually notice it unless we gave you a hint. What this packaging side has, is the ability to feel confident and secure that what you will find inside this carton is made to be experienced first hand, and that once you do, there is a very good chance you will subscribe to the legitimacy of the headline, and then the time you spent trying to get through this long-winded and unfocused copy will have resulted in a solid investment.

BARISTA
ORGANIC
OAT DRINK



Totally
vegan

1L

HELLO
FUTURE
OAT DRINK
LOVER

We didn't write that headline because we have some kind of special ability to see into the future or because we think that as long as you think positively, positive things will happen. Nope. We just know that despite the fact that there are a lot of options to cow's milk these days, the combo of simple deliciousness and what our products can do for you is rather challenging to find elsewhere. And because we were the company that made the original oat drink over 30 years ago, when it wasn't very cool to make oat drinks, we are pretty sure that if we have had you wait 30 years to try this original oat drink, we wouldn't disappoint you once we finally got here. But enough listening to a philosophizing oat drink carton, give it your best try and we'll see you on the other side.

THE B
(BUT VERY
IMPORTANT)

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

Organic foamable
oat drink.

Ingredients:
Water, OATS* 10%,
rapeseed oil*, sea
salt, acidity regu-
lator (potassium
carbonate).
*Organic ingredient.

Free from milk and
soya.

Nutrition information per 100 ml:	
Energy	248 kJ/ 59 kcal
Fat	3.2 g
of which saturates	0.3 g
Carbohydrate	6.3 g
of which sugars	2.2 g
Fibre	0.7 g
Protein	1.0 g
Salt	0.10 g

Storage:
Once opened, keep
refrigerated and
consume within
5 days.

Best before:
See the top of the
pack.

1L