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Oatly Continues North American Product Expansion with the Launch of Oat-Based Cheese

MALMÖ, Sweden, March 27, 2024 (Global Newswire) – Oatly Group AB (Nasdaq: OTLY) (“Oatly” or the “Company”), the world’s original and largest oat milk company, today announced the launch of its newest product in the United States: oat-based cheese. With three selections of Cheddar, Mozzarella, and American, Oatly’s innovation team has crafted cheese from oats that taste as rich and creamy as dairy cheese.

Whether melted on a pizza or accompanied on a charcuterie board, Oatly’s oat-based cheese promises to enhance any dish with its cheesy goodness. With lactose-intolerant consumers in mind, Oatly’s new cheese line offers a solution for those seeking dairy-free cheese without compromising flavor or enjoyment. According to experts at the [National Institute of Diabetes and Digestive and Kidney Diseases](#), over 70% of the global population experiences lactose malabsorption, with prevalence varying across ethnicities. Despite dairy cheese containing a high amount of lactose, lactose-intolerant individuals and those seeking dairy-free options can enjoy Oatly’s oat-based cheese, free from lactose but packed with essential nutrients like calcium, protein, vitamin A, and more.

“The debut of Oatly's oat-based cheese in the United States is a significant step in our mission to expand our product lineup in North America, our third largest market,” said Leah Hoxie, SVP of Innovation, Oatly North America. “During the product research process, we wanted to address the global prevalence of lactose intolerance. After all, Oatly was born when our founders, Richard and Bjorn Öste, sought alternatives to cow’s milk for lactose-intolerant individuals. Our latest oat-based cheese lineup offers a delicious and sustainable alternative to traditional cheese that maintains the same great taste and quality.”

At Oatly's research and innovation center based at Lund University, the company's innovation team is working to enhance its existing oat-based drinks and food products while pioneering the creation of new products tailored to meet evolving consumer preferences and needs. Oatly's oat-based cheese joins the company's existing lineup of non-dairy alternatives available in North America, including creamers, cream cheese, and oat milk.

Oatly's oat-based cheese is now available at retailers nationwide, including Target, Albertsons, Ralphs, and more, for a suggested retail price of \$6.99.

About Oatly

We are the world's original and largest oat drink company. For over 25 years, we have exclusively focused on developing expertise around oats, a global power crop with inherent properties suited for sustainability and human health. Our commitment to oats has resulted in core technical advancements that enabled us to unlock the breadth of the dairy portfolio, including alternatives to milk, ice cream, yogurt, cooking creams, spreads, and on-the-go drinks. Headquartered in Malmö, Sweden, the Oatly brand is available in more than 20 countries globally. For more information, visit [Oatly.com](https://oatly.com).

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