



Product Proposal

www.oatmlk.in
Instagram

We've been working on our product forever, and this is our first official proposal. Glad that you are as excited as we are!

Also, in case you were wondering, we are unimaginatively called "OatMlk."
The reason is that we strive to be a transparent company - quite like our label.

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Proo

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Oat
is the
New
Black



”

duct



Though we have been working on making milk from oats for a while now, we are a new company. Like an infant in this world if you will, and our initial interactions with any and everyone kind of go like -

“OatMilk”? Yes.

“So, Oat Milk”. Yep

“Umm, so, MILK, from Oats” You got that right!

“But you can’t call yourselves milk, you know?” Legally we can’t - hence we omitted the ‘i’. You see, it is Oat MLK.

“So you think you are like milk?” That is a long conversation but it is just to familiarise the user with the use-case of the product.

“So, does it froth like milk?” Yes, yes it does!

“Is it creamy?” Very much so.

“What does it taste like?” As it is made from oats, it has a subtle earthy, oatmeal like flavour that goes brilliantly in and with food and drinks, especially coffee.

“Can I boil it?” Yes, you can!

“So, coffee, tea, kheer, pasta,...?” Yes you can make anything with it.

“Storage?” Ambient

“Well this sounds too good to be true” It is true! Why would you settle for anything inferior?



You get the idea. It is good, it is rich, it is healthy, it is luscious, and we can't wait for you to try it! You can have it chilled, cook with it, bake with it, however you desire.

It is loaded with nutritional balance that would make the other drinks exceptionally jealous but since it is made from oats, and oats are incredibly humble, well then jealousy is not an issue.

If you are still wondering how to use it, well, use it just like milk!



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Now that you're sold on oats and oat milk, what about OatMilk? What about us? What are we doing here?

Well, OatMilk's mission is to help people upgrade their everyday lives and the health of the planet by making delicious oat-based products accessible to a wider audience in a world-class manner.

The original idea was to find a way to make a nutritious liquid product for people who were unable to process lactase or who just didn't like dairy milk. We tried a variety of dairy substitutes, studied their nutritional values, and even nerded out on all the science-y stuff. But, our hearts settled on oats.

We don't know anything about almonds or soy or cows. All we know is oats. How to grow them, harvest them and turn them into refreshing products that you can take home and treat your body to. Our aim is to create a plant-based dairy alternative that is in tune with the needs of both humans and the planet and it is our idea to continue to make the best, most amazing liquid oats that you will find anywhere.

**Legally we can't call it Milk....
but you can!**



oat
milk

The dairy alternatives
market is growing at

20.7%

CAGR in India

Estimated to reach approx
from

464

crores by 2024

Worldwide oat drinks constitute

82.5%

of the dairy alternative market

We know you're almost convinced but are thinking, "proof is in the pudding and truth is in the figures." So let's not just take our word for it. Instead, let's look at some numbers.

According to [MarketsandMarkets](#), the dairy alternatives market is estimated to be valued at **USD 22.6 billion** (approx. 1.6 lakh crores) in 2020 and is projected to reach **USD 40.6 billion** (approx. 3 lakh crores) by 2026, recording a CAGR of **10.3%**. This significant growth is on account of increasing lactose allergies, changing consumer lifestyles and growing health awareness amongst consumers. Within this, the Asia Pacific region is expected to dominate the market due to the agricultural production base for plant-based sources. More specifically, grow at a CAGR of **16.3% to reach USD 12.44 billion** (approx. 90k crores) by 2026. India too is following this trend! The dairy alternatives market is growing at **20.7 % CAGR**, estimated to reach approximately **464 Cr. by 2024**. Worldwide, oat drinks are the fastest emerging category in the dairy-free beverage segment and dominate the segment with a [share of 82.5%](#). This is due to their outstanding nutritional profile, which sets them apart from other plant-based dairy alternatives.

Also, we're sorry. We don't want to throw numbers at you and make your head whirl with so much mental math (we know we want to pause for a quick OatMlk coffee break). But, what we are trying to say is that plant-based beverages are enjoying market growth and within that oats are one of the most popular. But we don't want to only partake in riding this curve and be a source of lactose free alternatives. We are that, but we want to be much more. We want to be an everyday drink that is tasty. One that makes it easier for people to switch to plant based alternatives. One that is sustainable, healthy and all that!

We understand ours is a huge commitment to work to change a system. To influence a country in love with their dairy milk. But with the right production, instruments and partners like yourself, we can influence these choices and bring about a change for the better.

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**Together
is Better.**



Partnership

We all are different and we all have our strengths. For OatMlk, we'd say it is our versatility. Whether you are part of the plant-based movement, a coffee roaster, a retail chain, a cafe, a chef, a restaurant, a hotel, a committed Oat-punk, or even an individual driving discussion on sustainability topics, OatMlk adapts to your needs, taste and preferences.

It is not too sweet and the milk is fully foamable, putting you in total control over the density and performance of your foam so you can showcase your latte art skills.

And if you don't feel like a latte, you will be happy to know that this product tastes just as amazing if you drink it straight or pour it on your granola.

Whether you are a tea drinker, or the kind of person who adds a splash of milk to deep dark brews, or someone who loves to bake delightful goodies,

OatMlk is the optimal creamy, smooth choice with a subtle taste. It is a great go-to product for just about everything and is loaded with a nutritional balance (protein, carbs, fiber and healthy fat in a nice amount of each) that would make you keep choosing it and loving it, much like the rest of the world.

We want you to be a part of this journey and through this movement, help create the change we need. You can take action expediently and follow up on our offer by reaching out to us and getting your first OatMlk sample!

everyone!

Sustainability!

“
Talk
Green
to Me
”



It's surely some serious Business.

OatMlk aims to drive a systemic shift toward a sustainable, resilient food system that empowers people to choose solutions that improve their lives and ensure the future of the planet for generations to come.

We want to operate as a “future company” that is sustainable, efficient, healthy and inclusive. We can use our revolutionary plant-based products and our voice as a sustainability leader to inspire a new way of eating—one that provides people with healthy and climate-conscious products and empowers them to make better informed decisions about their food.

We know what we have to do, but we also know we won't get there in a day or even a year. Sustainability is a journey and we are open to everyone who wants to join us along the way. We wish to be transparent about what we do that's good and also about what's not so good.

We are not a perfect company. Not even close. But our intentions are true. Through our oath to become a better company, we always have something to explain, defend, motivate and improve. We believe that engaging in a close dialogue with customers, suppliers, researchers and society is not just important, but necessary to make progress. Together, we can develop a more sustainable food system.



Get your free sample now!