For immediate release

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Save a cow, eat oats

Oatly revolutionizes vegan cheese market with new line of oat-based cheese

**MALMÖ, SWEDEN (March 20, 2024) –** Oatly, the brand that invented oat milk, is officially moving in on the vegan cheese market with its new line of oat-based, dairy-free cheese. Designed to satisfy cheese lovers while promoting a sustainable food system, Oatly’s cheese line includes a selection of classic cheddar, smokey gouda, and creamy mozzarella that looks, tastes, and feels just like real dairy. Oatly’s new cheese line will be available nationwide in select stores starting March 27, 2024.

Made from high-quality oats and carefully curated ingredients, Oatly’s cheese line is easy to shred, melt, bake, or enjoy straight from the block. However, its versatility and taste aren’t the only benefits of the oat-based cheese. Oatly’s cheese alternatives uphold the company’s commitment to sustainability by only using ingredients with a low environmental impact and reducing society’s reliance on resource-draining dairy farming.

Emily Keeney, brand director at Oatly North America, said, “Oatly strives to make it easy for more people to ditch dairy and embrace plant-based eating, and we believe our new cheese line fills a big gap in the plant-based food market.” Keeney added, “Cheese can be one of the hardest foods to give up when trying to switch to a plant-based diet. We hope that Oatly can play a pivotal role in convincing consumers that you don’t have to give up your favorite foods to have a healthy diet with a low environmental impact.”

All Oatly products produced in the U.S. are free of all nine major allergens as well as being:

* Vegan
* Glyphosate free
* Non-GMO Project Verified
* Gluten Free Certified
* Kosher Certified

Oatly is the world’s original and largest oat drink company. For over 30 years, Oatly has exclusively focused on developing expertise around oats: a global power crop with inherent properties suited for sustainability and human health. Oatly’s commitment to oats has resulted in core technical advancements that enabled the brand to unlock the breadth of the dairy portfolio, including alternatives to milks, 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 on Oatly, visit [www.oatly.com](http://www.oatly.com).

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