DOMSBILAGA 1

MARKNADSDOMSTOLEN
2014 -09- 25
Målnr C 23/14 Aktbil 7

Chocolate Oat Drink | Oat
www.oatly.com/products/international/chocolate-oat-drink/

more you drink the healthier you grow. We probably can't literally promise that legally, but you know what we mean.

Here's a random idea I tried the other day and it was great. Shake the carton well and then pour it over your morning bowl of muesli. Crazy good. Or do what grandma used to do and heat it up for the thermos and walk across a frozen lake or something romantically Nordic like that.

WHAT'S AMAZING

The cocoa that we source is UTZ certified. This ensures it is subjected to sustainable farming practices and the farmers and their families are given fair working conditions, earn a fair wage and are continually educated regarding new farming methods. Those extra vitamins (D2, Riboflavin and B12) and calcium mean that your kids can guzzle the stuff all afternoon. That's why we put it in a 1 liter packaging.

WHAT MIGHT BE LESS AMAZING

If you check the ingredients list you will find that we have added some sugar to this product. But only 3 g per 100 ml (3%), which is significantly less than the other chocolate drinks on the market. The rest of the sugar is found naturally in oats. We also add aromas for the simple reason that they make this product taste great.

NUTRITIONAL VALUE

Nutrition information per 100 g:
Energy 240 kJ/55 kcal
Fat 1.5 g
of which saturated 0.2 g
Carbohydrates 9.5 g
of which sugars 7 g*
Fiber 1 g
Protein 1 g
Salt 0.15 g
Vitamin D 1.5 µg (30%**)
Riboflavin 0.21 mg (15%**)
Vitamin B12 0.38 µg (15%**)
Calcium 120 mg (15%**)
Betaglucan 0.4 g

* 3 g of the sugars is added sugar. The remainder is natural sugars from oats.
** Of the Daily Reference Intake.

OTHER

No milk, no soy, no nonsense. Stays fresh in the refrigerator for at least 5 days after opening. Made with our vegan and vegetarian friends in mind. Performs great at birthday parties and while hanging out on the sofa. It's CHO-CO-LATE!

MARKNADSDOMSTOLEN
2014 -09- 25
Aktbil 11
Mål nr 23/14

DOMSBILAGA 2

weird and tropical. Then we added some vitamins and calcium and of course built this all around the powerful goodness of oats so that you can jump start your morning or revitalize your afternoon with a bowl or straight into the blender as a smoothie or since you look like you could use a few more suggestions perhaps teamed up with some crunchy muesli. Now we are talking.

WHAT'S AMAZING

If you were a DJ, you'd know that the secret to a great set is all in the mix. So DJs, this one is for you. We've focused on getting the balance right, between the nutritional values that come naturally from oats and the tropical punch from all that fruit in order to keep you looking good and feeling good. Anything else?

WHAT MIGHT BE LESS AMAZING

If you look at our ingredients list and you will find citric acid which is an additive that actually works really well in this product. We are looking at the possibilities of using lemon juice instead. Why? Because we are constantly looking for ways to better all of our products from a contents standpoint. The thing is that most people like the products the way they are so before we make change we need to make sure that we can keep the same quality in taste.

Most importantly you should know that nothing goes into any of our products without a reason. We simplify whenever we can which means if we use an additive it is because we couldn't make the product without it. Everything that goes into our products is specifically chosen with extreme care and has been scientifically proven safe for consumption. Everything is vegetable based, and includes absolutely no milk, no soy and no GMOs. One more time, no GMOs. Ever.

Riboflavin and B12).

Contains 3,5% exotic fruits.

Where does it come from?

NUTRITIONAL VALUE

Nutrition information per 100 g:
Energy 340 kJ/80 kcal
Fat 2 g
of which saturated 0.2 g
Carbohydrates 14 g
of which sugars 8.5 g*
Fiber 0.9 g
Protein 1.1 g
Salt 0 g
Vitamin D 1.50 µg (30%**)
Riboflavin 0.21 mg (15%**)
Vitamin B12 0.38 µg (15%**)
Calcium 120 mg (15%**)
Betaglucan 0.4 g

* Approx. 4 g added sugar. The remainder (approx. 4 g) is natural sugars from oats and fruit.
** Of the Daily Reference Intake.

OTHER

Keep refrigerated at 8 C. No milk, no soy, no craziness. While writing this, this DJ was spinning this.

MARKNADSDOMSTOLEN
2014 -09- 25
Målnr C 23/14
Aktbil 17
DOMSBILAGA 3

Oat Drink Chilled | Oatly
www.oatly.com/products/international/oat-drink/

WHAT'S AMAZING

The glutabacons, sorry make that betaglucans. Why is that word so difficult? Anyway the difficult word is so amazing for your heart* and the fact that you get a very balanced nutritional serving each time you pour a glass is also pretty cool. By balanced we mean the amount of protein, fat (the good kind), carbs (again the good kind) in relation to the energy in the product. Then we don't add sugar but do add some vitamins like D, riboflavin and B12 and extra calcium to keep things modern and healthy.

WHAT MIGHT BE LESS AMAZING

The liquid oats in this particular product are produced in Landskrona, Sweden and then sent to the north of Germany for packaging. The reason for this is that we are a very small company that doesn't have the possibility to own all of our own packaging facilities. When we look for partners that can handle our packaging needs, the most important factor is that we can guarantee a safe product. Since our products contain no milk or soy, we haven't been able to find a local packaging facility in Sweden that is able to match our high standards due to the difficulty involved with handling the packaging of products completely void of milk and soy. Our partner in Germany on the other hand does so brilliantly. Also, it might be interesting to know that we have chosen to stick with vitamin D2 in this product because it is plant based and nothing that we have seen in the studies we have read give reason for us to change.

* Betaglucans are good for the heart. As a part of a varied and balanced diet and a healthy lifestyle, they contribute to maintaining normal cholesterol levels in your blood. One 250 ml glass of Oatly provides a third (1 g) of the daily requirement of betaglucan.

Carbohydrates 6.5 g
of which sugars 4 g*
Fiber 0.8 g
Protein 1 g
Salt 0.1 g
Vitamin D 1.5 µg (30%**)
Riboflavin 0.21 mg (15%**)
Vitamin B12 0.38 µg (15%**)
Calcium 120 mg (15%**)
Betaglucan 0.4 g

* Natural sugars from oats.
** Of the Daily Reference Intake.

OTHER

No milk, no soy, no nonsense, no nothing that isn't necessary. Totally cool for both vegans and non-vegans. This product is fresh, so keep it that way, in the fridge.

MARKNADSDOMSTOLEN
2014 -09- 25
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C 23/14
Aktbil
13

DOMSBILAGA 4

everyday use because it has been enriched with calcium and vitamins (D, Riboflavin, B12) and includes 1.5% fat from rapeseed and oats. There is no added sugar whatsoever, instead we have made sure that the betaglucans* in this one are strong and handsome and as usual great for your heart.

WHAT MIGHT BE LESS AMAZING

At first, there was text here that said that this particular product could actually be made organic and in our humble opinion that would make it better but if we did so we wouldn't be able to add calcium and vitamins and still label it organic (only milk can do that because they get special treatment). But then Anna pointed out to me that we can't write that because as a company we haven't officially decided whether or not organic is better and that for now we want to give people the option of choosing. I replied that in that case, I don't have anything to write here and she said that I shouldn't write anything because there is nothing to question whatsoever about this product. Of course she's right, but then again she is always right. If you'd also like to ask Anna a question where you need the right answer you can contact her here.

(And just to make sure that nobody thought that the writer is using his usual sarcastic tone to get even with Anna for cutting his favorite lines of copy, I can assure you that is not the case. Without Anna the copy on this website would be much less relevant and you much more confused. And for that I personally thank you Anna.)

* Betaglucans are good for the heart. As a part of a varied and balanced diet and a healthy lifestyle, they contribute to maintaining normal cholesterol levels in your blood. One 250 ml glass of Oatly provides a third (1 g) of the daily requirement of betaglucan.

Protein 1 g
Salt 0.1 g
Vitamin D 1.5 µg (30%**)
Riboflavin 0.21 mg (15%**)
Vitamin B12 0.38 µg (15%**)
Calcium 120 mg (15%**)
Betaglucan 0.4 g

* Natural sugars from oats.
** Of the Daily Reference Intake.

OTHER

It looks milk but isn't milk. It is made for humans (not baby cows). Doesn't contain soy, rice or anything remotely nutty (you know what we mean). Anna says it is just about perfect.

MARKNADSDOMSTOLEN
2014 -09- 25
Målnr C 23/14 Aktbil 15
DOMSBILAGA 5

DOMSBILAGA 6

MARKNADSDOMSTOLEN
2014 -09- 25
Målnr C 23/14 Aktbil 18

IT'S LIKE MILK, BUT MADE FOR HUMANS.

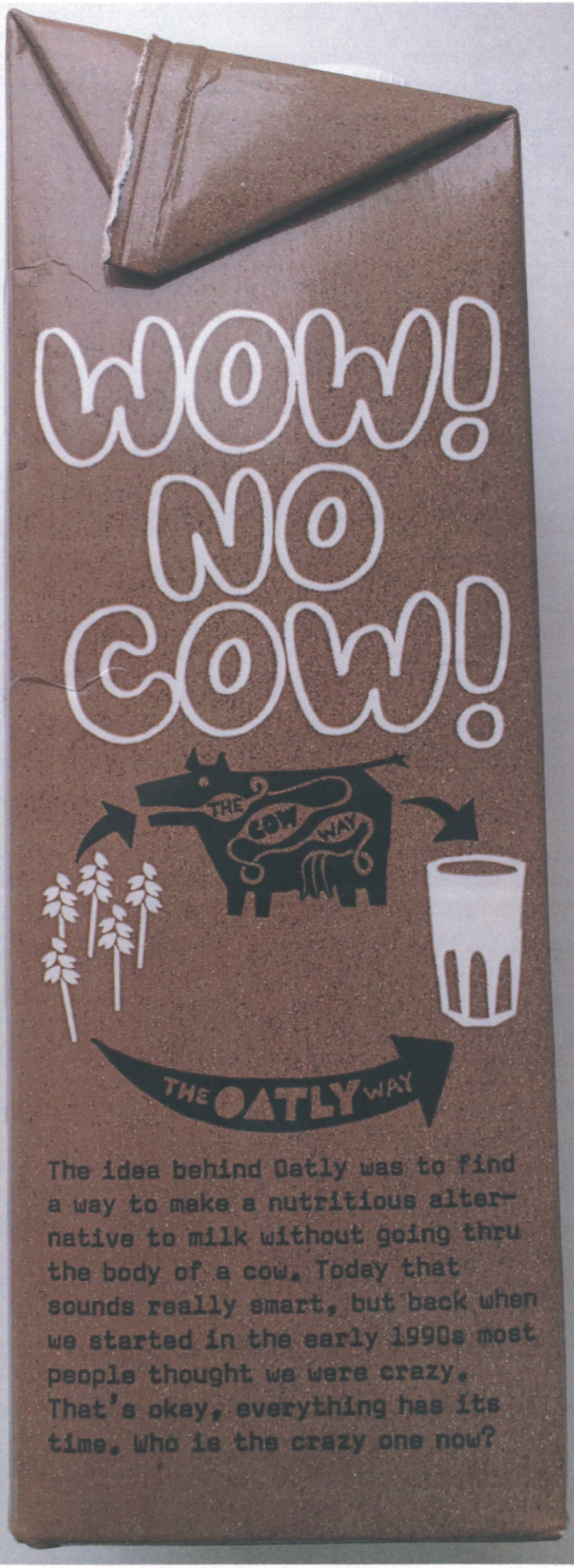
So what is this oat drink anyway? Milk? No, it's not milk. Milk comes from a cow. It was designed for baby cows. Oats grow. You plant them in the soil of the earth and allow the sun to shine on them and they grow. Tall and strong and full of goodness.

A couple of decades ago, we looked at the nutritional power of oats and thought: what if we forgot the cow altogether and turned these oats into a drink that was designed for humans? So we did. And here it is.

PLEASE DO ENJOY!

DOMSBILAGA 7

MARKNADSDOMSTOLEN
2014 -09- 25
Målnr C23/14 Aktbil 2



THE ORIGINAL OATLY!

Language ▾

Our Products

IMAT FRAICHE

So f***ing fraiche. Are we allowed to say that? I really hope so. Well actually you can't say that word because *** are unpronounceable but when you write them then it makes perfect sense. Anyway, we are excited to bring you this product. It's exactly like a creme fraiche, but we upgraded the creme and used oats and now you have one of the most flexible ingredients in the modern kitchen, but you don't have to think about the cow part. Straight up Swedish grown oats that will make whatever you want to make taste great and healthy and modern (however modern tastes these days).

WHAT'S AMAZING

It's a fraiche without the creme! There are probably a few million people out there who have been asking for this product for the last few years and now it's here. We've worked really hard to make sure that our fraiche provides an upgrade over creme fraiche and if you wonder what we mean by an upgrade, well we mean that you get the same great performance, but our fraiche is lighter and cleaner and healthier. It has got 15% of nicely composed fat with only 6% being saturated compared to 9.6% from a regular creme fraiche. Then there's something else we can't tell you about but you'll know it when you taste it.

INGREDIENTS

Fermented oat base (water, oats, fermentation culture), vegetable oil (palm and rapeseed), potato starch, emulsifier (E472e), stabilizer (E407), acid (malic acid, lactic acid), calcium.

Where does it come from?

Målpr 23/14 Aktbil 28
2014 -09- 25
DOMSBILAGA 8

iMAT 7% 0.25

In the world of creams, the fat creams are the popular creams. The logic is if you are going to go for a cream you might as well go for one that is thick and fat and rich and mind-blowingly delicious. We thought about this and then we thought some more and we made a completely vegan iMat that was full of goodness and when we were happy with that we cut the percent of fat in half—from 13% to 7% and a ridiculously low 0.8% saturated — without losing any of its deliciousness. Repeat. Same great product, only slightly lighter with about half the fat.

WHAT'S AMAZING

If anything above sounds interesting then we suggest you give it a pour. But first you should know this is NOT a substitute for cream. It's an upgrade. Just swap your cream for our iMat and see if you like it. The 7% retains all the characteristics of our 13% but because there is less fat it is going to feel lighter.

WHAT MIGHT BE LESS AMAZING

There are some additives in this product but there is a good reason for this. This product wouldn't be possible to make without them. We think it is important that the performance level of this product is as good as or even better than standard cream. Because if it is, then more people will understand that using it is not a compromise and that the natural benefits of oats and low level of saturated fat far outweigh the use of additives. However, you should know that we are constantly tinkering with the recipe of all of the products to find a way to simplify them and make them even better. That process never stops.

INGREDIENTS

Oat base (water, oats 10%), rapeseed oil, emulsifier (E472e), stabilizer (E415, E407), salt.

Where does it come from?

NUTRITIONAL VALUE

Nutrition information per 100 g:
Energy 380 kJ/90 kcal
Fat 7 g
of which saturated 0.8 g
Carbohydrates 6 g
of which sugars 3.5 g
Fiber 0.8 g
Protein 1 g
Salt 0.1 g

OTHER

Keep it chilled in the fridge. Perfect when you want to keep things light. Don't be afraid of fat, good fat is cool.

2014 -09- 25
Mål nr 23/14 Aktbil 29
DOMSBILAGA 9

iMat fraiche | Oatly
www.oatly.com/products/international/imat-fraiche/

THE ORIGINAL OATLY!

Language ▾

Our Products

IMAT FRAICHE

So f***ing fraiche. Are we allowed to say that? I really hope so. Well actually you can't say that word because *** are unpronounceable but when you write them then it makes perfect sense. Anyway, we are excited to bring you this product. It's exactly like a creme fraiche, but we upgraded the creme and used oats and now you have one of the most flexible ingredients in the modern kitchen, but you don't have to think about the cow part. Straight up Swedish grown oats that will make whatever you want to make taste great and healthy and modern (however modern tastes these days).

WHAT'S AMAZING

It's a fraiche without the creme! There are probably a few million people out there who have been asking for this product for the last few years and now it's here. We've worked really hard to make sure that our fraiche provides an upgrade over creme fraiche and if you wonder what we mean by an upgrade, well we mean that you get the same great performance, but our fraiche is lighter and cleaner and healthier. It has got 15% of nicely composed fat with only 6% being saturated compared to 9.6% from a regular creme fraiche. Then there's something else we can't tell you about but you'll know it when you taste it.

INGREDIENTS

Fermented oat base (water, oats, fermentation culture), vegetable oil (palm and rapeseed), potato starch, emulsifier (E472e), stabilizer (E407), acid (malic acid, lactic acid), calcium.

Where does it come from?

MARKNADSDOMSTOLEN
2014 -09- 25
Målnr 23/14
Aktbil 31
DOMSBILAGA 10

i närheten av djuriket.

Använd den precis som yoghurt – med müsli till frukost eller som mellanmål i en smoothie med bär, banan och annat gott. Skönt att veta att havregurt är helt fri från allt som har med mjölk att göra men fullt av fantastiska havrefibrer och bra fett från rapsolja. Framförallt är den jättegod.

DET ALLRA BÄSTA

Riktiga jordgubbar möter härlig havre. Det kan knappast bli bättre, tycker vi. Hur du än väljer att äta den (vi tipsade väl om det där med smoothies?), så får du lagom mängd protein, goda kolhydrater, kalcium, vitamin D, Riboflavin och B12 från havregurten.

KANSKE LITE MINDRE BRA

Vi har tillsatt lite socker, för vi vill verkligen att havregurten ska vara supergod. Det är mycket mindre än i en vanlig fruktyoghurt, men vi tänkte att du ville veta det ändå. Det funkar ungefär som när du kokar sylt – socker gör något speciellt med smaken på bären. När vi ändå var i farten passade vi på att lägga till lite aromer för att toppa jordgubbssmaken. Men bara lite, precis det som behövs. Det är viktigt att komma ihåg att ingenting hamnar i våra produkter utan en god anledning. Vi förenklar när vi kan, vilket betyder att om vi använder en tillsats så är det för att vi inte hade kunnat tillverka produkten utan. Allt som hamnar i våra havredrycker är extremt noga utvalt och vetenskapligt godkänt för konsumtion. Allt är vegetabiliskt och det finns aldrig någon mjölk eller soja eller GMO. Vi säger det igen: aldrig, aldrig GMO.

potatisstärkelse, rapsolja, kalcium, vitaminer (D2, riboflavin och B12).

Var kommer det ifrån?

NÄRINGSVÄRDE

Näringsvärde per 100 g:
Energi 330 kJ/75 kcal
Fett 2 g
varav mättat 0,2 g
Kolhydrater 13,5 g
varav sockerarter 8,5 g*
Fiber 0,9 g
Protein 1,1 g
Salt 0 g
Vitamin D 1,50 µg (30%**)
Riboflavin 0,21 mg (15%**)
Vitamin B12 0,38 µg (15%**)
Kalcium 120 mg (15%**)
Betaglukaner 0,4 g

* Av sockerarterna är ca 4 g tillsatt socker och ca 4 g naturliga sockerarter från havre och frukt.
** Av dagligt referensintag.

ÖVRIGT

Ingen mjölk, ingen soja, inga nötter, inget onödigt. Bara havre och riktiga stora jordgubbar. Lika bra för veganer som icke-veganer. Förvara den i kylskåp vid högst 8 grader.

Mål nr T 2314
2014-09-25
Aktbil 34
DOMSBILAGA 11

Strawberry Oatgurt | Oatly ×
www.oatly.com/products/international/strawberry-oatgurt/

B12? Extra calcium? More? We promise to stop there if you go to the fridge and pull out a carton and pour into your favorite bowl. Oh, that's the other thing, we have already stocked your fridge just in case you made it all the way here to read this line.

WHAT'S AMAZING

The strawberries are real. What so amazing about that you ask? Nothing really. But there are a lot of products out there that claim to be strawberry and don't really have any real strawberries in them. Sign of the time maybe, but we like the old fashioned approach that says if you call it strawberry, you put strawberries into it. And while we were at it, we picked out the best strawberries we could find. And we have enriched this product will vitamins and calcium so that you get a balanced meal with each spoonful.

WHAT MIGHT BE LESS AMAZING

We have added some sugar to this product and the reason we have done so is that we want it to taste really great. It is just a fraction of what you will find in yogurts, which is good, but there is still added sugar there. It is easy to say just cut the sugar but it doesn't work on everything. Our feeling was that the first time you try this product you will most likely compare it to yogurt and since they fill those things with sugar we needed to add a little to keep you interested until the oats could begin to work on your tastebuds.

One more thing before you go: because our products consist of carbs that are made up of good fat, solid protein and powerful fibers, they pack energy from multiple nutritional sources and not empty calories from sugar. So when we say added sugar, it is sugar but not sugar. If that makes sense.

NUTRITIONAL VALUE

Nutrition information per 100 g:
Energy 330 kJ/75 kcal
Fat 2 g
of which saturated 0.2 g
Carbohydrates 13.5 g
of which sugars 8.5 g*
Fiber 0.9 g
Protein 1.1 g
Salt 0 g
Vitamin D 1.50 µg (30%**)
Riboflavin 0.21 mg (15%**)
Vitamin B12 0.38 µg (15%**)
Calcium 120 mg (15%**)
Betaglucan 0.4 g

* Approx. 4 g added sugar. The remainder (approx. 4.5 g) is natural sugars from oats and fruit.
** Of the Daily Reference Intake.

OTHER

Keep refrigerated at 8 C. No milk, no soy, no craziness. Real big strawberries. Oatgurt is a very odd word, yes it is.

MARKNADSDOMSTOLEN
2014 -09- 25
Målnr 23/14 Aktbil 33
DOMSBILAGA 12

Orange Mango Oat Drink ×
www.oatly.com/products/international/orange-mango-oat-drink/

let's say you always get up late and run to the morning train without eating – try this drink. It's loaded with real fruit and full of healthy carbs to help you power thru your work day, your work out or your work to get out of doing more work.

WHAT'S AMAZING

Okay, this is going to sound a bit like a cliche from a professional salesman, but it is rather remarkable that a drink can taste this good and still be good for you. It's refreshing like a juice, but filling like a snack (that's all the wholesome fibers). And unlike a snack you don't have to chew it because it is a drink.

WHAT MIGHT BE LESS AMAZING

It's sweetened with fructose and contains some aromas and citric acid for taste. Why? Because those are the best solutions for this product. Could we change this? It's possible. We are looking into using real juice and a natural aroma and swapping out the citric acid for lemon juice. But before we do we have to make sure that we get the same fantastic product that we have today, with the same great taste. That's part of an ongoing process with all our products, the never ending search for ways to make them better and even healthier than they already are.

Here's a promise: Nothing goes into any of our products without a reason. Our belief is to simplify whenever we can. That means if we use an additive it is because we couldn't make the product without it. Everything that goes into our products are chosen with extreme care and have been scientifically proven safe for consumption. Everything is vegetable based, there is never any milk or soy or GMOs. Again, no GMOs, ever.

NUTRITIONAL VALUE

Nutrition information per 100 g:
Energy 230 kJ/ 55 kcal
Fat 0.5 g
of which saturated 0.1 g
Carbohydrates 11 g
of which sugars 8.5 g*
Fiber 0.8 g
Protein 1 g
Salt 0 g
Betaglucan 0.4 g

* Approx. 4 g added fructose and approx. 4.5 g natural sugars from oats and fruit.

OTHER

Keep chilled at all times. Perfect in between meals. No milk, no soy, no way. Great place to start your oat adventure.

MARKNADSDOMSTOLEN
2014 -09- 25
Mål nr 23/14
Aktbil 16
DOMSBILAGA 13

Oat Drink Chilled | Oatly
www.oatly.com/products/international/oat-drink/

THE ORIGINAL OATLY!

Language ▾

Our Products

OAT DRINK CHILLED

We just love this product. Actually we love all of our products but this one is special because it looks and acts like milk, but it isn't milk. It's made fresh on 100% Swedish oats and enriched with extra calcium, fiber for your heart and stomach, a realistic amount of good protein and is naturally low in unsaturated fat. Here's the bomb. Wherever and whenever you would find yourself drinking milk or using it in a recipe "back in the day", you can use Oat Drink today. It's a one for one swap, or more like a one for one plus swap.

WHAT'S AMAZING

The glutabacons, sorry make that betaglucans. Why is that word so difficult? Anyway the difficult word is so amazing for your heart* and the fact that you get a very balanced nutritional serving each time you pour a glass is also pretty cool. By balanced we mean the amount of protein, fat (the good kind), carbs (again the good kind) in relation to the energy in the product. Then we don't add sugar but do add some vitamins like D, riboflavin and B12 and extra calcium to keep things modern and healthy.

WHAT MIGHT BE LESS AMAZING

The liquid oats in this particular product are produced in

INGREDIENTS

Oat base (water, oats 10%), rapeseed oil, calcium, salt, vitamins (D2, riboflavin and B12).

Free from lactose, milk protein and soya.

Where does it come from?

NUTRITIONAL VALUE

Nutrition information per 100 g:
Energy 190 kJ/45 kcal
Fat 1.5 g
of which saturated 0.2 g
Carbohydrates 6.5 g
of which sugars 4 g*
Fiber 0.8 g
Protein 1 g
Salt 0.1 g
Vitamin D 1.5 µg (30%**)
Riboflavin 0.21 mg (15%**)
Vitamin B12 0.38 µg (15%**)
Calcium 120 mg (15%**)
Betaglucan 0.4 g

* Natural sugars from oats.
** Of the Daily Reference Intake.

2014 -09- 25
Målnr C 23/14 Aktbil 22
DOMSBILAGA 14

Oat Drink | Oatly
www.oatly.com/products/international/oat-drink-ambient/

THE ORIGINAL OATLY!

Language ▾

Our Products

OAT DRINK

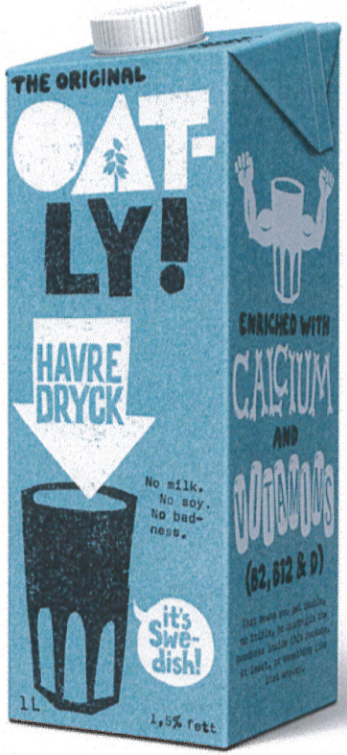
This is our Oat Drink placed in an ambient packaging so that you can store it in room temp. It is a great go to product for just about everything and is loaded with a nutritional balance (protein, carbs, fibers and healthy fat in a balanced dose of each) that would make other drinks exceptionally jealous but since it is made of Swedish oats and Swedish oats are incredibly humble, well then jealously is not an issue. When should you use it? Whenever you would use old school milk from cows—chilled in a glass, for cooking or baking—in exactly the same amounts.

WHAT'S AMAZING

What's not amazing? It's a pretty optimal option for everyday use because it has been enriched with calcium and vitamins (D, Riboflavin, B12) and includes 1.5% fat from rapeseed and oats. There is no added sugar whatsoever, instead we have made sure that the betaglucans* in this one are strong and handsome and as usual great for your heart.

WHAT MIGHT BE LESS AMAZING

At first, there was text here that said that this particular product could actually be made organic and in



INGREDIENTS

Oat base (water, oats 10%), rapeseed oil, calcium, salt, vitamins (D2, riboflavin and B12).

Free from lactose, milk protein and soya.

Where does it come from?

NUTRITIONAL VALUE

Nutrition information per 100 g:
Energy 190 kJ/45 kcal
Fat 1.5 g
of which saturated 0.2 g
Carbohydrates 6.5 g
of which sugars 4 g*
Fiber 0.8 g
Protein 1 g
Salt 0.1 g
Vitamin D 1.5 µg (30%**)
Riboflavin 0.21 mg (15%**)
Vitamin B12 0.38 µg (15%**)
Calcium 120 mg (15%**)
Betaglucan 0.4 g

* Natural sugars from oats.
** Of the Daily Reference Intake.

MARKNADSDOMSTOLEN
2014 -09- 25
Mål nr 23/14 Aktbil 23
DOMSBILAGA 15

SV 2014-06-25

iMat 0.25 | Oatly
www.oatly.com/products/international/imat-0-25/

eaters, lactose intolerants, lactose lovers, people who want to eat healthy and people who don't care about all that health craze but just like food to taste great – but you get it in a smaller carton for smaller families or parties or dishes. Practical indeed. It is to be used instead of cream.

WHAT'S AMAZING

If you are skeptical about what we do, all this oat goodness instead of relying on a cow, please keep it to yourself until you try this product. Just take it home and whip up something for your family. Don't tell them that you swapped cream for our iMat. We are pretty sure that they will be able to tell the difference – your stew or sauce will be lighter, fresher and healthier. Here are the tech highlights: 13% fat from rapeseed oil of which only 1.5% is saturated fat (that is ridiculously low compared to traditional cream which has 9.6% saturated fat).

WHAT MIGHT BE LESS AMAZING

There are some additives in this product and the reason for this is that we think it is important that the performance level of this product is as good as or even better than standard cream. Because if it is, then more people will understand that using it is not a compromise and that the natural benefits of oats and low level of saturated fat far outweigh the use of additives.

Also nothing goes into any of our products without a reason. We simplify whenever we can which means if we use an additive it is because we couldn't make the product without it. Everything that goes into our products are specifically chosen with extreme care and have been scientifically proven safe for consumption. Everything is vegetable based, and includes absolutely no milk, soy or GMOs. Again, no GMOs, ever.

NUTRITIONAL VALUE

Nutrition information per 100 g:
Energy 600 kJ/150 kcal
Fat 13 g
of which saturated 1.5 g
Carbohydrates 6 g
of which sugars 3.5 g
Fiber 0.7 g
Protein 1 g
Salt 0.1 g

OTHER

Use instead of cream, just swap it one for one in your recipes. Super easy to use. You can heat it to a boil. Keep it refrigerated. No cream or soy or rice or almonds or other temporary inventions.

2014 -09- 25
Målnr 23/14 Aktbil 27
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