

# Veganuary made easy

Submitted by: Oatly

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VEGANUARY NEVER TASTED THIS AMAZING...

Oatly makes it super easy

Doing your bit for your body and the planet and going vegan for January? Got the meat thing covered (hello tempeh, tofu and seitan), but not sure what you're going to do about the dauphinoise?

We're the company that made the original (and award-winning) oat drink. And now we've come up with a range of products to help you upgrade your free-from mealtimes too.

It's so Fraiche

It's a lot like crème fraiche, but we used oats instead of cream to give a different take on one of the most flexible ingredients in the modern kitchen. We've worked really hard to make sure that it gives the same great performance as a traditional crème fraiche. Dollop it on chilli or delicious pudding. Dip it with nachos. Stir it into sauces and goulash and curry. Bake it in gratins and cakes. You're going to love it.

Thanks for your patience

Pourable. Bakeable. Heatable. A cooking cream that doesn't contain cream but tastes just like it, making things easier for you when you fancy a fettucine alfredo. Try this. We're pretty sure that you won't be able to tell the difference between Creamy Oat and the old school version from a cow.

So Vanilla...

Custard. Need we say more? You can use it as it is, or you can whip it good and watch it fluff up to double size. Making it perfect for crumble. Or trifle. Or in a bowl with a spoon. Actually, who needs a bowl?

Like all our products, the new chilled range is completely plant-based. This means it can be enjoyed by Veganuarians, those with milk or nut allergies, and those who are doing their bit for the environment.

You'll find the new products exclusively at Tesco in the chiller.

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for more information, images and sample requests  
please contact [rhona.hurcombe@oatly.com](mailto:rhona.hurcombe@oatly.com)

Notes to editors

RRP

Fraiche - £1.55  
Creamy Oat – 85p  
Custard - £1.20

The original idea behind Oatly was to find a way to make a nutritious alternative to milk without going through the body of a cow. Today that sounds really smart, but back when we started in the early 1990s, most people thought we were crazy.

We promise to be transparent in everything we do – which is why we will always tell you what's not amazing, as well as what is.

Find out more at [www.oatly.com](http://www.oatly.com)

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