

# Oat Milk by Default

An easy shift to make café drinks with oat milk as the default, unless customers choose otherwise

Plant-based milks are transforming coffee culture, with oat milk taking the lead. Oat milk's creamy texture, smooth flavor, and low carbon emissions make it a favorite among customers. In response, coffee shops are increasingly adopting oat milk as the new standard for their beverages.



## Benefits of Oat Milk by Default

### Meet Sustainability Goals

- Oat milk is the leading sustainable alternative to dairy milk
- Significantly reduces a café's carbon, land, and water footprint
- Adopted by leading chains like Blue Bottle Coffee, which identifies dairy as their leading carbon emissions source from cafés

### Customer Satisfaction

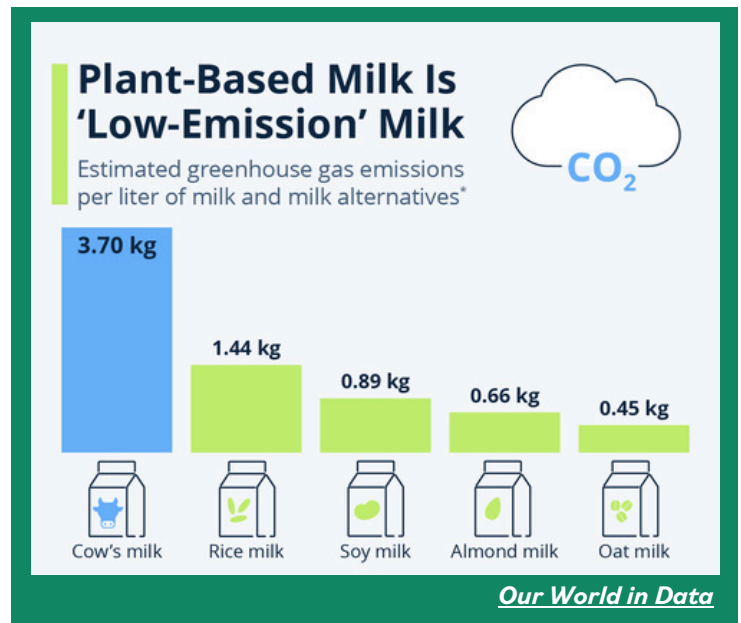
- Oat milk is the popular choice for customers, especially university students, who buy, on average, 5+ beverages each week

### Health and Dietary Needs

- Naturally lactose-free
- Lower in saturated fats
- Often fortified with essential nutrients
- Inclusive to diverse communities, particularly about 65% of the world's adult population who are lactose intolerant

### Save Money

- Carry shelf-stable plant milk instead of perishable dairy to save on costs
- Cut costs by eliminating low-performing dairy milks such as 1%, 2%, skim, half-and-half



When switching from dairy to oat milk you save the equivalent of:

1 latte = 2 showers' worth of water

3 lattes = emissions from driving 1 mile in a car

# Shifting Cafés to Oat Milk by Default

## #1: Drop the Plant Milk Surcharge

- Starbucks, Pret A Manger, Tim Hortons, Gregorys Coffee, Dutch Bros, University of San Diego, Colorado College, Cornell College, Whole Foods Cafés, and over half of U.S. coffee chains dropped the surcharge/tax for plant-based milk to cater to millions of people who are lactose-intolerant.
- **Onyx Coffee Lab** in Bentonville, AR, saves money by carrying shelf-stable plant milk instead of perishable dairy milk.
- Sign the [End the Milk Tax](#) petition to message coffee chains and tell them to drop the unfair non-dairy surcharge.

## #2: Ask the Customers

- By simply asking customers their preference and offering plant milk options, this eliminates the dairy default!
- Baristas at **Guilder Café in Portland** asked each customer, “Would you like oat, almond, soy, or dairy?” leading with oat and other plant milk. This simple change resulted in an 18% increase in sales of plant-based drinks.

## #3: Shift to Oat Milk by Default

- In 2020, Blue Bottles US cafés and Stumptown started by eliminating the surcharge for plant-based milk. Then, both transitioned to serving oat milk by default. Now, oat milk accounts for an average of 63% of milk-based beverages at Blue Bottle!
- Pachamama Coffee Cooperative and Birch Coffee in New York shifted to oat milk by default, increasing oat milk sales by 7% in their cafes.
- Erasmus University, Pitzer College’s The Grove House, Saint Mary’s College of California, University College London, and Pomona College (during Earth Month) offer oat milk as the default, attracting Gen Zers who are 5x more likely to order plant-based milk.

## Oat Milk By Default Cafés & Campus Coffee Shops

