



## Silk Oat Shelf Stable 32oz Selling Story







DANONE  
ONE PLANET. ONE HEALTH

# CAPITALIZING ON THE FASTEST GROWING PLANT-BASED CATEGORY IN A SHELF STABLE FORMAT

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## Oat Milk Fastest Growing Base Type

		\$ % CHG	TDP % CHG	HHP	HHP % CHG
OAT		+128%	+14%	39.9	+2.1pts
ALMOND		+14%	+2.1%	34.7	+1.5pts
COCONUT		+8%	-2.1%	4.6	-0.1pts
SOY		FLAT	-18%	4.9	-0.4pts

Will have umbrella under Silk Master Rebranded A&P

Opportunity to Leverage Size and Scale of Silk

Attract More 1<sup>st</sup> time Category Buyers

**Silk = #1**

preferred brand for new PBB buyers



# OAT CREAMY ORIGINAL ASEPTIC – 1<sup>ST</sup> TO MARKET



FPO



FPO

TOP PRIORITY

**FIRST SHIP**  
Aug 1<sup>st</sup>, 2021

**CASE PACK**  
6ct 32oz

**FLAVORS**  
Original Aseptic  
0g Sugar Aseptic

Introducing new Oat Yeah Original Aseptic Oatmilk; the perfect combination of taste and texture to deliver an amazing tasting Oatmilk. This deliciously creamy formula offers all the rich, smooth, creaminess you can handle. This super-satisfying beverage is great by the glass or in coffee. All SKU with HD Outer Graphics.



No Gluten, Nuts, Soy, Dairy,  
Cholesterol, Carrageenan, Artificial  
Colors, or Artificial Flavors



CHANNEL TARGETS

C&U

Restaurants

Lodging

Healthcare

## Consumer/Operator Appeal

CONSUMER INSIGHT

- 52% of Americans are looking to consume more plant-based options.<sup>1</sup>
- 47% of Americans “somewhat or very willing” to cut dairy out of their diets.<sup>2</sup>
- Milk is the #1 plant-based category in sales and point of consumer entry.<sup>3</sup>
- “I drink oatmilk because its creamy tastes beats all other milk alternatives...”

## Category Driver

CATEGORY DRIVER

- Oat = #1 fastest growing base, +669% category growth L52.<sup>4</sup>
- Silk = #1 RFG PBB brand in HHP, buy rate, repeat, and awareness.<sup>5</sup>
- Oat Yeah = #2 in HHP, #1 in category loyalty, #1 in category exclusivity.<sup>6</sup>
- 2020 CLT shows Oat Yeah ESL Creamy beats Oatly and Planet Oat when consumed both out of a glass and with coffee.<sup>7</sup>

## Launch Support

LAUNCH SUPPORT



Aug 2021



Plant Based Made Easy

Social,  
Print & Digital

Demo Programs



# INTRODUCING SILK OAT 32OZ SHELF STABLE ORIGINAL + 0G SUGAR!



## Winning Proposition

- ✓ **Creamy and craveable** - Designed to be our best tasting Oatmilk
- ✓ **Versatile** – Use it out of a glass, in coffee, over cereal, or as an ingredient
- ✓ **Nutritious** – Excellent source of calcium
- ✓ **Allergen Friendly** – Free from dairy, gluten, soy, and tree nuts
- ✓ **Planet Conscious** - we restore water to rivers drop for drop putting back what is used to grow our oats