

Oatbox

Oatbox launches two 100% Canadian oat beverages

These two new additions to Oatbox's oat-based product range are manufactured in its new world-class factory: a nearly \$10 million project to meet Canadian demand for quality local products.

Saint-Damase, Quebec, [June 12, 2023] – **After two years of research and development, and the acquisition of its own production plant,** Oatbox is proud to launch **Original and Barista oat beverages** on the Canadian market.



Manufactured from its **new production line in Saint-Damase**, Oatbox oat beverages are made from **non-GMO Canadian oats** with the **shortest possible list of ingredients: they contain no added sugar or gum.**

The Montreal-based start-up remains true to its promise: better tasting, better for you and better for the planet.

Available today on its website and in most grocery stores in the province of Quebec, including Metro, IGA and Rachele-Béry, Original and Barista oat beverages complement Oatbox's existing range of granolas, groats, fridge groats and oat bars.

With the addition of **two new oat beverages** to its product range, Oatbox becomes the **first company on the market** to offer foods and beverages made from Canadian oats. The Montreal-based startup thus confirms its status as the **agri-food leader in products made with Canadian oats.**

“ We suspected it, of course, but it was the oat beverage project that allowed us to confirm that demand for this type of product is high in North America. No other plant could manufacture our beverages on schedule. They were all operating at full capacity. So we decided it was time to operate our own factory”, says Marc-Antoine Bovet, co-founder and president of Oatbox.



An Original oat beverage enriched with vitamins and minerals

Oatbox Original oat beverage, made from Canadian oats, is also made entirely in Quebec by its expert team of oat enthusiasts.

Oatbox decided to fortify its Original oat beverage with vitamins and minerals, offering a **local plant-based alternative to animal dairy consumption**. As oats are the cereal alternative that consumes the least water, Oatbox prides itself on offering a drink that reconciles **good taste and low environmental impact**.

About Oatbox

- Founded in November of 2014 in Montreal, Oatbox is a leader in Canadian oat-based food products.
- The startup has invested nearly \$10 million to build its own liquid oat base extraction plant, ensuring that it offers the highest-quality beverages with the lowest possible environmental impact.
- Oatbox products can be found on their website and in major grocery chains across the country. For more information, visit oatbox.com

Contact Oatbox

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The first Barista-quality oat beverage produced in Quebec

Oatbox has spent the last two years **combining its oat expertise** with that of **local baristas and micro roasters** to develop its Barista oat beverage. This is the first professional-quality Barista oat beverage produced in Quebec

After extensive testing to ensure that the product meets the highest standards of professional quality, Oatbox is delighted to bring to market an oat beverage with an **exceptional plant-based microfoam** that is both smooth and silky.