

The History of Oatly



Oat milk was invented in Sweden.

People all around the world love drinking milk but some people feel sick when they drink it.

To help, a food scientist invented oat milk for the brand, Oatly. The milk tasted nice and could create beautiful latte art in coffees.



No one knew about this invention. People from Oatly created funny and interesting videos and artworks to put online, on

buildings and at train stations so people would know about it. They brought the oat milk to coffee shops for people to try. People really enjoyed it in their coffee and oat milk became very popular.

Seeing that some people got sick from drinking milk, the people at Oatly made a version they could drink. They made sure it tasted and looked nice. By putting in a lot of effort to share news of this invention, more people with dairy allergies could drink milk without feeling sick.

Questions

1. Where was oat milk invented?

2. What type of person invented oat milk?



3. Why was oat milk created?

4. How did the people learn about the new oat milk?

5. What type of drink do people enjoy oat milk in?

6. What does *dairy allergies* mean?

