

For Immediate Release

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**Oatly partners with Willem Dafoe, FKA Twigs, In-n-Out, and more  
to launch new oat-based cheese**

*June 5 is officially International “Cheese” Day celebrating  
plant-based cheese around the world.*

MÄLMO, Sweden (June 1, 2024) – On June 5, Oatly is re-imagining beloved cheese traditions for the newest holiday, International “Cheese” Day. Commemorating the worldwide launch of Oatly’s newest product, oat-based cheese, Oatly decided to showcase the beauty of plant-based cheese to the world. From Cooper’s Hill, home of the Cheese Roll, to Wisconsin, the cheese capital of the United States, to Switzerland, the originator of Fondue, Oatly will be hosting special events, taste tests and restaurant partnerships featuring special guests along the way.

A nod to National Cheese Day on June 4, Oatly decided to create this new international celebration for plant-based cheese alternatives. Events will be held across the globe on June 5 to demonstrate how plant-based cheeses are not only great for the environment and your body but also just as tasty and fun as dairy cheese. In the UK, FKA Twigs, a Gloucestershire native, is hosting the first-ever plant-based cheese roll, bringing a new twist to the longstanding tradition of the Cooper’s Hill Cheese Roll. While in the U.S., Wisconsinite Willem Dafoe will host Milwaukee’s first-ever plant-based cheese festival where local restaurants and chefs will showcase their delicious creations all using Oatly’s new cheese.

“With the launch of our newest product, we wanted to show how effective oat-based cheese can be as a substitute for traditional dairy cheese,” said Sofia Ehde, executive vice president of food innovation at Oatly. She went on to say, “At Oatly, we don’t want you to just take our word for how great our products are, we want you to be the judge, and what better places to judge than cheese capitals around the world?”

Along with our events in cheese capitals around the world, Oatly is partnering with select restaurants on June 5-9, and reimagining cheese dishes with Oatly Cheese. You can visit:

- In-n-Out in Los Angeles for a Double-Double with “Cheese” and Oat-imal Style Fries
- Dalessandro’s Steaks in Philadelphia for a Philly “Cheesesteak”
- Utopia Bagels in New York for a Bacon, Egg, and “Cheese” Bagel
- Giordano’s in Chicago for a deep-dish pizza
- Swiss Chuci in Zurich for “Fondue”
- La Banquise in Montreal for Poutine
- Madame Fromage in Cardiff for Welsh Rarebit

Don’t worry if there is not a special location near you, visit [oatly.com/oatfinder](https://oatly.com/oatfinder) to find which grocery stores are selling Oatly Cheese so you can try it for yourself.

You can find special recipes with Oatly Cheese and fun International “Cheese” Day content at [oatly.com/morecheeseplease](https://oatly.com/morecheeseplease). Oatly Cheese will be available worldwide in stores and online on June 5, 2024.

**About Oatly**

We are the world's original and largest oat drink company. For over 30 years, we have exclusively focused on developing expertise around oats: a global power crop with inherent properties suited for sustainability and human health. Our commitment to oats has resulted in core technical advancements that enabled us to unlock the breadth of the dairy portfolio, including alternatives to milks, ice cream, yogurt, cooking creams, spreads and on-the-go drinks. Headquartered in Malmö, Sweden, the Oatly brand is available in more than 20 countries globally.

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