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Australiaâ??s MILKLAB Launches Oat Milk in Malaysia

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MILKLAB Oat milk is versatile for use in both hot and cold beverages, and is the new creamy alternative to dairy milk with 100 per cent Australian oats, with a rich and creamy mouthfeel and a texture similar to full cream dairy, to produce the perfect pour.

Rich with a natural, subtle sweetness that complements the flavour of espresso coffee, oat milk is the fastest growing plant-based beverage, having grown by more than 400 per cent since 2017, according to the Café 2025 Report.

The MILKLAB team had spent two years working with some of the worldâ??s best coffee professionals to develop Oat milk to blend perfectly with espresso coffee.

"The MILKLAB brand is synonymous with a range-solution of milk offerings that would not only suit a variety of tastes and dietary needs, but also address the increasing number of consumers worldwide looking to switch from regular dairy to plant-based milk," said Peter Brown, Regional Director, China, Southeast Asia and Middle East, Freedom Foods Group, the brand owner of MILKLAB. "We are very excited to be adding our new Oat milk offering to our collection today which we had spent two years in development, and we are proud to be launching a remarkable product that has been developed in collaboration with the industry, for the industry."

"Iâ??m confident that baristas, resellers and distributors, coffee business owners and connoisseurs, as well as â??plant-curiousâ?? coffee aficionados who currently drink dairy and other plant-based milk with their coffee will be delighted to indulge in MILKLAB Oat milk for its exquisite taste while reaping its health benefits," added Brown.

According to an independent research panel, MILKLAB Oat milk outperforms the current market leader for taste and overall appreciation.