

## Boost your wellbeing

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THE CLEVER CLOGS  
BEHIND THIS CARTON

## Oat so great

Minor Figures love their coffee. In fact, they came into being back in 2015 because of the stuff. If this bunch had to sum up their purpose in a nutshell, it'd be to delight and surprise as many people as possible with... you guessed it: amazing coffee.

But an amazing brew calls for amazing milk, and these coffee aficionados know that all too well. Not nearly satisfied with the options available, they took matters into their own hands. Fuelled by caffeine, they brainstormed ways that plant-based, organic milk could be made sustainably while keeping that all-important taste and quality right at the top of the billing.

After much percolation, Oat M\*lk was born. It's made in the UK with British-grown, full-of-goodness oats, which require around six times less water to grow than almonds. "Eating more plants is something we believe is crucial for our planet", says Stuart, founder of Minor Figures. He goes on to explain that choosing oats as the raw materials for their milk was, first and foremost,

a sustainability-driven decision. It's proof then, that the perfect cup of coffee isn't the only thing on the Minor Figures agenda!

Oat M\*lk ticks all the taste and quality boxes too, with its naturally sweet character, and rich, creamy texture. It's beautifully complementary, letting the full flavour profile of your espresso shine through while adding some subtle oat-ny notes to proceedings. What's more, it froths superbly, so if you like your coffee with a silky, pillowy-soft cloud on top, look no further. It's never to latte to find your new favourite coffee companion after all.

For the most part, you'll catch them frothing their Oat M\*lk to make the perfect cup of joe. But when the dinner bell rings at Minor Figures HQ, the oat-ny goodness finds its way into their vegan-friendly lunches too. From pasta sauces to curries, it's a welcome, creamy lift. So, it's not just one for the baristas either.

Wake up and smell the Oat M\*lk, folks.

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