

OATSIDE

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PROTECTS WHAT'S GOOD

Press Release
For Immediate Release

Give Mother Nature Some TLC this Earth Day! *OATSIDE and Tetra Pak Join Forces for a Greener Tomorrow*

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come to 
the **OATSIDE**
 for  earth

 **FREE OATSIDE UPGRADE**
(22nd April - 14th May 2023)

 **RECYCLE with us!**
GET FREE Limited Edition Earth Day Sticker

*While stocks last

KUALA LUMPUR, 17 April 2023 — Want to be a part of something big this Earth Day? **OATSIDE** and **Tetra Pak** are teaming up with **44 Cafés nationwide** to launch a consumer recycling campaign to bring you the ultimate Earth Day experience. Aimed to raise awareness about the importance of environmental sustainability and encourage individuals to take action towards preserving the planet. From **22 April to 14 May**, Oatsiders can simply drop off any used beverage cartons at selected outlets nationwide and get rewarded with a free upgrade to OATSIDE, a limited edition OATSIDE sticker pack and a notebook from Tetra Pak for their eco-friendly efforts.

"We are thrilled to team up with Tetra Pak to encourage recycling and promote sustainability, all you have to do is drop off your empty beverage cartons at the selected outlets, whether it's OATSIDE's beverage cartons or any other brands - we don't discriminate when it comes to

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recycling!" said Jessie Chuah, Country Manager for OATSIDE Malaysia. "We strongly believe that even small actions can have a significant impact, and this campaign provides a great opportunity for us to work together and make a positive change for our environment. We are proud to partner with like-minded organisations and cafés who share our commitment to protecting the planet."

OATSIDE is excited to team up with Tetra Pak and a network of participating cafes across Malaysia to give back to Mother Nature this Earth Day. Together, they're making it easy for you to recycle your empty cartons and contribute to a greener tomorrow. All you have to do is:

1. Collect your used beverage cartons! Be sure to rinse and flatten the cartons beforehand to make the recycling process smoother.
2. Find a participating OATSIDE cafe near you.
3. Bring your used beverage cartons and drop them off during the cafe's opening hours in April and May.
4. Get rewarded with a free upgrade and a limited edition OATSIDE Earth Day sticker pack.
5. Try our limited-time-only drinks made with OATSIDE.
6. Feel good knowing you've helped the planet.

"At Tetra Pak, our ambition is that all packages are collected, recycled and never become litter. To achieve that, we are working collaboratively across the recycling value chain including customers like OATSIDE," said Terrynz Tan, Sustainability Director, South East Asia "The collaboration with OATSIDE is a great opportunity for us to jointly promote the importance of beverage carton recycling and encourage more people to recycle and contribute to a low carbon circular economy."

To play the part, Outsiders can drop off their used beverage cartons at selected outlets nationwide starting 22nd May and help contribute to a greener tomorrow. Not only will you be doing your part for the planet, but you'll also receive a free upgrade, a limited edition OATSIDE Earth Day sticker pack and a notebook from Tetra Pak as a thank-you for your efforts. And if that's not enough, you can also try out our limited-time-only drinks made with OATSIDE at selected cafes. Recycling has never been more rewarding!

So bring on the used beverage cartons, Outsiders! This Earth Day, it's time to take the chance to show Mother Nature some love and make a difference for the planet!

– END –

For editorial enquiries or further information, please contact:

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Download high-resolution images in our online press kit at:

bit.ly/OATSIDEEarthDay2023

Check-in to these outlets with your milk cartons:

Cafés	Location	Operating Hours
103 Coffee	KL	Daily 8 am - 9.30pm
103 Coffee Chow Kit	KL	Daily 8 am - 9.30pm
PULP	KL	Daily 7.30am - 10 pm
Scoby Cafe	KL	Wed - Mon 10am - 9pm
Superluna KL	KL	Mon - Sat 8am - 5.30pm
Flaaah Bakery	KL	Daily 8am - 4pm
Slow Wood	KL	Daily 9am - 6pm
Afloat Coffee Roaster	KL	Daily 8am - 6pm
28 Fireplace	KL	Daily 8am - 6pm
Nost KL	KL	Fri - Wed 10am - 6pm
V88 Cafe & Bar	KL	Daily 8am - 12am
V88 China Town	KL	Daily 10am - 10pm
V88 Starhill	KL	Daily 10am - 10pm
Tiffin At The Yard	KL	Thu & Fri 5pm - 12am; Sat & Sun - 10am - 12am
Chocolate Concierge BSC	KL	Daily 10am - 8pm
8inch by Legend	Selangor	Thu - Tue 10am - 7pm
Aku Suka Kopi	Selangor	Tue - Sat 9am - 6pm
Chocc	Selangor	Tue - Fri 1pm - 9pm ; Sat - Sun 11am - 10pm
Mad Coffee	Selangor	Mon CLOSED AT 5pm; Daily 7.30am - 10 pm
Noon Viennoiserie	Selangor	Daily 7.30am - 10 pm
Superfine KL	Selangor	Daily 10am - 9.30pm
Null Cafe	Selangor	Tue - Sun 10am - 7pm
Coffee Boy Club	Selangor	Daily 7.30am - 7pm
Bijou Cafe	Selangor	Wed - Mon 11am - 6pm
Oh Apong! Emporis	Selangor	Daily 8am - 10pm
Oh Apong! KLIA	Selangor	Daily 8am - 10pm

Oh Apong! KLIA 2	Selangor	Daily 8am - 10pm
Rara Coffee	Selangor	Tue - Fri 10am - 10pm; Sat - Sun 8am - 10pm
Bite Bite	Johor	Wed - Mon 11.30am - 7.30pm
Content Grain Bowl	Johor	Daily 10am - 8.30pm
The Founders Cafe	Johor	Daily 9am - 10pm
Tom & Danny Sutera Utama	Johor	Daily 11am - 11pm
Tom & Danny JB	Johor	Daily 11am - 11pm
Tom & Danny Eco Botanic	Johor	Daily 11am - 11pm
The Starter	Johor	Tue - Sun 9.30am - 6.30pm
The Daily Fix	Melaka	Daily 9.45am - 5.30pm
The Curious Bakers	Melaka	Daily 10am - 6pm
Sin See Tai	Melaka	Daily 10am - 5.30pm
Sharing Plates	Melaka	Thu - Tue 12pm - 8.30pm
Kin by The Daily Fix	Melaka	Wed - Mon 11.30am - 9pm
Joja Bagels	Penang	Tue - Sun 8.30am - 3.30pm
Macallum Connoisseurs Coffee Company	Penang	Daily 9am - 9pm
Your Local Club	Penang	Wed - Mon 9am - 6pm; Fri - Sun till 1am
Jln Theatre Coffee	Perak	Tue - Sun 10am - 6pm
Ferment Boulangerie	Perak	Tue - Friday 10am - 6pm; Sat - Sun 8.30am - 6pm

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About OATSIDE

OATSIDE's mission is to provide a healthy, sustainable oat milk for people who don't care for plant milks, by being incredibly delicious. As one of Asia's only full-stack plant milk startups, OATSIDE is committed to delivering high quality oat milk from its state-of-the-art facility, ensuring that the process from oat to milk is sustainably-sourced and unadulterated for your enjoyment.

For more information, visit www.oatside.com.

For media queries, please contact oatside@commaspr.com.

About Tetra Pak

OATSIDE



Tetra Pak is a world leading food processing and packaging solutions company. Working closely with our customers and suppliers, we provide safe, innovative and environmentally sound products that each day meet the needs of hundreds of millions of people in more than 160 countries. With more than 25,000 employees around the world, we believe in responsible industry leadership and a sustainable approach to business.

Our promise, "PROTECTS WHAT'S GOOD™," reflects our vision to commit to making food safe and available, everywhere.

More information about Tetra Pak is available at www.tetrapak.com