

\*This is a fictional news release written for a USC public relations assignment. All products, quotes, and news depicted do not exist.



**OATLY INTRODUCES THE LAUNCH OF THEIR NEW COMFORT FOOD STAPLE, OATLY DAIRY-FREE CHEESES, WITH NEW BRAND AMBASSADOR SELENA GOMEZ.**

OATLY Cheeses provide dairy-free, ethically made alternatives to cheddar, mozzarella, and parmesan cheeses for the perfect addition to any recipe.

3/27/2024

MALMÖ, Sweden, March 27, 2024: Oatly Group AB (Nasdaq: OTLY) (“Oatly” or the “Company”), the world’s original and largest oatmilk company, is returning to its 90’s roots by partnering with Millennial and Gen-Z sweetheart, actor, singer, and mental health advocate Selena Gomez, for the launch of their new line of Dairy-free, ethically made cheeses.

The Oatly brand has always prioritized its commitment to transparency, creating products and doing the best they can to innovate in the nutritional space for the care of their customers.. Taking things one step further through the creation of the Oatly cheese line, Oatly fans can expand their palettes beyond coffee, teas, and deserts and into the world of more savory comfort dishes.

“Mental health is a big topic of concern for our customers. As a company, we can help with self care with the perfect addition to any comfort meal: a dairy-free cheese with added nutritional value.” says Oatly CEO Toni Petterson. “Tapping Selena as a brand ambassador is an exciting step we are taking to continue our efforts in the mental health space as she is an outspoken advocate for self care but also loves food as much as we do!”

Gomez can be seen incorporating Oatly cheese into her highly successful HBO cooking show, “Selena + Chef,” for a new episode about the country’s top comfort meals. Gomez, who has always spoke freely about her her own journey with mental health, had the following to say:

“Comfort meals are a big part of mental health because sometimes, on a good or bad day, you just want that warm and yummy treat that makes you feel at home,” said Gomez. “Having that added peace of mind that the products we use for these meals can also benefit the earth makes the meal that much more satisfying.”



“Selena + Chef” official series poster (HBO Max).

For more information on Oatly, visit [oatly.com](https://oatly.com). Gomez is represented by Lighthouse Management + Media, WME and JSSK.

### **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.

**Selena Gomez** is one of the most globally and culturally celebrated artists, actors, producers, entrepreneurs, and philanthropists of her generation. As a GRAMMY nominated recording artist, Gomez has sold more than 210 million singles worldwide and has over 45 billion global streams. As a producer, she has produced the hit Netflix series *13 Reasons Why*; and the lauded Netflix docu-series *Living Undocumented*. Currently, Selena executive produces and stars in the critically acclaimed Hulu series *Only Murders in the Building* opposite comedy legends Steve Martin and Martin Short. Gomez received a Critics Choice Award nomination for Best Actress in a Comedy Series as well as a SAG Award nomination for Best Ensemble in a Comedy Series. In addition, last year she became only the second Latina to receive an Emmy nomination for executive producing a comedy series. In 2019, Gomez launched her beauty line Rare Beauty. As part of the partnership, Gomez announced the Rare Impact Fund, pledging to raise \$100 million for mental health services for individuals in underserved communities.