

Oatly teams up with Barry's to bring oat milk in-studio for first time

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Oatly Group AB the world's original and largest oatmilk company, kicked off a marketing partnership with global fitness brand Barry's, bringing the Company's new Unsweetened Oatmilk to Fuel Bar menus in Barry's studios nationwide. Barry's Fuel Bars provides clients with pre-and-post workout shakes that aid in their fitness goals and recovery.

Oatly is available at 40 Barry's locations throughout the US, marking the first oat milk option available at the premium workout studio's Fuel Bar. Highlighting one of Oatly's newest innovations, Oatly Unsweetened oatmilk is featured in a signature post-workout shake on Fuel Bar menus, fittingly called, "That Shake with Oatly In It." Using a brand-new proprietary oat base specially developed to deliver 0g of sugar and just 40 calories per serving, Oatly Unsweetened is a delightfully light and smooth addition to this limited-edition shake or any other delicious Fuel Bar smoothie that clients may choose. The new Oatly Unsweetened oat milk is formulated to check nutritional boxes while still delivering the same amazing taste consumers know and love from the brand. It is also low in saturated fat and is a good source of calcium, riboflavin, and vitamins B12 and D.

As part of the partnership, Barry's clients are also invited to join weekly themed Oatly classes available at all US studios each Monday that are sure to both entertain and motivate. Each class attendee is rewarded with a complimentary, post-workout smoothie.