



NEW PRODUCT FACT SHEET

www.chocolatebar.com

OAT MILK CHOCOLATE BAR



SO SMOOTH AND SWEET,
YOU'LL THINK IT'S
MILK CHOCOLATE

What is it?

Endangered Species Chocolate (ESC) has launched its newest chocolate innovation incorporating oat milk; a milk alternative with a taste and texture profile that closely matches dairy milk.

When and where is it available?

The Oat Milk Chocolate bars are available exclusively in Whole Foods Markets nationwide in January 2020. The oat milk line will launch into additional retailers in the coming months.

Why Oat Milk?

When oat milk products started popping up everywhere — from ice cream to coffee creamer — the innovation team at ESC wanted to see what it could do for the chocolate bar. Through research, ESC discovered that there were not only health benefits but also exceptional taste benefits. It so closely matches a milk chocolate profile with a smooth and sweet taste, it will be hard to tell a difference.

Is it healthier?

All three flavors contain 55 percent cocoa and use nothing but real ingredients — cane sugar, cocoa, vanilla, and milk made from real oats. The addition of oat milk coupled with the benefits of dark chocolate bring a healthier option to the marketplace. Compared to dairy milk, oat milk is lower in cholesterol and provides heart health benefits. Each bar is also certified vegan and gluten-free.

Will the oat milk line contribute to conservation efforts?

Every purchase of an ESC bar contributes to the support of wildlife conservation. Annually, 10 percent of ESC's net profits are donated to GiveBack Partners to support conservation efforts for endangered species and habitats. To date, ESC has donated over \$1.7 million in the past three years.

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