Demand for plant-based milks is skyrocketing, driven by sustainability, health, and animal welfare concerns.

Introducing an oat milk default is a powerful way to:
- Harness growing demand
- Meet carbon and water reduction goals
- Appeal to Gen Zers to who are 5x more likely to order plant-based milks
- Be more inclusive of the 30 million Americans who are lactose intolerant

Here are the steps you can take to change the default in your café:

**Step 1: Eliminate Dairy Defaults**

Guilder in Portland removed the upcharge for plant-based milks, increasing the cost of all drinks by $0.50 - $0.75 to offset the difference. Rather than assuming that a customer wants dairy milk unless otherwise specified (the typical dairy default), baristas now ask each customer, "Would you like oat, soy, almond, or dairy milk in your drink?"

These simple changes resulted in an 18% increase in sales of plant-based drinks, which decreased the carbon footprint of drinks served by 12%. The staff haven't received any pushback from customers, and beverage sales have remained constant.

**Step 2: Make Oat Milk Your Default**

Swapping the default from dairy to oat milk is an even more impactful change. With an oat milk default, drinks come with oat milk unless the customer specifies they would like dairy milk or a different plant-based milk. Here are a few examples of cafés making this change:

- Pachamama Coffee Cooperative eliminated the upcharge for plant-based milks and implemented an oat milk default in their four cafés, increasing oat milk sales by seven percentage points.
- Onyx Coffee Lab at The Momentary museum in Bentonville, AR, launched with an oat milk default. About 90% of drinks are made with oat milk, compared to 8% in their other Bentonville location with a dairy default.
- Blue Bottle piloted an oat milk default in its Southern California locations, resulting in a 28% increase in oat milk orders. They've now expanded it to all US locations.

Interested in making oat milk the default at your café? Our team would love to work with you! Visit [www.greenerbydefault.com](http://www.greenerbydefault.com) or email [katie@betterfoodfoundation.org](mailto:katie@betterfoodfoundation.org) for more information.