

UBERMILK IS MAKING PLANT-BASED MILKS NUTRITIOUS

By Livvy Houghton and Holly Friend

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Los Angeles – Launched by Califia Farms, this range of milk alternatives is reportedly richer in protein than other plant-based products.

The company, which specialises in plant-based drinks, says sales of its oat milk have risen 168% over the past year, driving it to create Übermilk. Each bottle of oat milk includes eight grams of protein per serving, as well as nutrients such as amino acids, calcium, iron and potassium, and is available in three varieties: unsweetened, vanilla and chocolate.

The brand is tapping into concerns that while consumers are experimenting with veganism, many are missing out on crucial amounts of protein. 'Made from a blend of seeds and pulses, Übermilk removes any compromise for anyone seeking better nutrition from plants,' comments Ashley Koff, CEO of The Better Nutrition Program.

Milk alternatives have come a long way since we published our micro trend **Milking It** in 2015. Now, plant-based brands should be **rebranding their protein-rich products** to cater to modern men.