

**Califia Farms raises the plant-based bar with THE LAUNCH of Übermilks, A LINE OF OATMILK MADE WITH BETTER PROTEIN, omegas AND ESSENTIAL VITAMINS AND MINERALS**

*New Übermilks Will Be One of the Most Nutrient-Dense Plant Milks on the Market, Available Nationwide*

LOS ANGELES, FEB 19, 2019 – Califia Farms®, best known for its innovative plant-based beverages in distinctive curvy bottles, continues breaking barriers on ‘What Plants Can Do’ with the launch of Übermilk, a new line of nutrient-dense Oatmilk. Available beginning Spring 2019 in three varieties – Unsweetened, Unsweetened Vanilla and Chocolate – the Übermilks have 8g of Plant-Based Protein per serving including all eight essential Amino Acids and Fatty Acids from plant oils for Omegas 3, 6 and 9, as well as Calcium, Iron, Vitamin D, Potassium, and Vitamin E.

Due to increasing environmental and personal health concerns, the food industry is experiencing a seismic shift as more consumers globally reject ultra-processed ‘big food’ products and start to experiment with a more plant-based lifestyle. Protein enhanced non-dairy milks have nearly doubled in sales over the past year as consumers look for more plant-based protein sources;[[1]](#footnote-1) and Califia Farms’ Übermilks not only tap this growing trend but also the rising popularity of oat-based milks. Oatmilk alone is up 168 percent over the past year[[2]](#footnote-2).

“Übermilk is a leap into the next frontier,” said Greg Steltenpohl, founder and CEO of Califia Farms. “Nutritionally Übermilk is the one of the most nutrient dense plant milk on the broader market with a powerful combination of both macro and micro nutrients, and most importantly it wins on taste and texture, thanks to our naturally creamy and great-tasting Oatmilk serving as the base.”

Leveraging Califia Farms’ new oat-based milk made from whole grain, gluten-free oats, the Übermilks combine eights grams of complementary plant-proteins from pea, oats and sunflower seeds for a better, more complete balance of all eight essential amino acids. They are also rich in fatty acids from flax and sunflower oil to deliver nutritionally significant quantities of Omega 3, 6 and 9 fatty acids per eight-ounce serving. To round out the nutritional profile, the Übermilks are also an excellent source of Calcium and Vitamin D derived from mushrooms as well as a good source of Iron, Potassium and Vitamin E. The new Übermilks join Califia Farms’ existing line of plant-based milks including almond, coconut, cashew and oat.

“Made from a blend of seeds and pulses, Übermilk removes any compromise for anyone seeking better nutrition from plants,” said Ashley Koff, RD and CEO of The Better Nutrition Program. “I’m equally impressed with the nutrient density and the taste of Califia Farms Übermilk.”

Beginning this Spring and Summer consumers will be able to purchase Übermilk at Target and Whole Foods Market nationwide and on [www.CalifiaFarms.com](http://www.CalifiaFarms.com). A preview will be available at Natural Products Expo West in Anaheim, CA (March 7-9, 2019, booth #5192).

**Califia Farms Also Debuts New Nitro Draft Latte Packaging**

Beginning May 2019, Califia Farms will also roll out refreshed Nitro Draft Latte packaging with a new twistable, re-sealable cap. Califia Farms was the first to introduce a completely dairy-free, nitro-infused Cold Brew Coffee in 2016. The Nitro Draft Latte Cold Brews are available in three flavors – Latte, Mocha and New Orleans – that marry creamy almond and macadamia milks with cold brew made from direct-trade beans and an infusion of nitrogen to brings out the natural sweetness in a silky micro-foam.

The refreshed Nitro Draft Latte will be available for tasting at Natural Products Expo West, booth #5192, along with Califia Farms new Übermilks, Oatmilk, Oat Barista Blend and a wide assortment of other Plant-Based Milks, Ready-to-Drink Coffees, Probiotic Dairy Free Yogurts, Dairy Free Creamers and Citrus Juice. For more information about the brand visit [www.CalifiaFarms.com](http://www.CalifiaFarms.com) or follow @CalifiaFarms on Instagram.

**About Califia Farms (pronounced “Cal-ih-FEE-ah” like California**)

Inspired by Queen Califia, the mythical namesake of the state of California, Los Angeles-based Califia Farms was founded in 2010 and has become one of the fastest-growing natural beverage companies in the U.S. Renowned for offering the best-tasting plant-based beverages on the market artfully packaged in disruptive curvy bottles, Califia is a leading refrigerated Plant Milk, Dairy Free Creamer, Ready-to-Drink Coffee and Probiotic Dairy Free Yogurt brand in the Natural and Specialty channels. Califia is also rapidly growing in a range of other channels by creating innovative, great-tasting and better-for-you premium beverages that make it easy for consumers to go ‘plant-powered’ and live dairy free, without compromise. Califia is on the pursuit to return food to its original nourishing purpose by applying creativity and innovation to make plant-based beverages that are both good-for-the-world and just plain good to drink.

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1. 12 wks end 9.9.18 spins MULO / Specialty/ Natural [↑](#footnote-ref-1)
2. 12 wks end 9.9.18 spins MULO / Specialty / Natural [↑](#footnote-ref-2)