

# YOOK

## WHO?

Katre Kõvask  
CEO

**First**  
**plant-based drink**  
**manufacturer**  
in the Baltic states.

Bringing  
**planet-friendly**  
**variety**  
to the shelves, while  
using local **Nordic**  
**superfoods- oats.**

Aiming  
**zero CO<sub>2</sub> footprint**  
and **zero waste.**

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**WHY?**

OUR PEOPLE'S AND PLANET'S GREATEST  
CHALLENGES

**DEPEND LARGELY ON OUR FOOD  
CHOICES.**

**YOOK**

**HEALTH. PLANET.**

**GAME-CHANGER.**

**68%** of Earth's population is  
**lactose intolerant.**

Animal agriculture is responsible for:

**20%** of greenhouse gases

**80%** of rainforest destruction

**80%** of arable land

Oat drink manufacturing uses **10 times less water**, produces **80% less** greenhouse gases and uses **60% less** energy than traditional dairy.

**Double-digit growth** for the plant-based category, while oat drinks **grew by 105%** during 2020-2021

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**WHEN?**

**YOOK**

**2ND HALF OF 2023**

**YOOK**

**Katre Kõvask**

CEO