

Immediate Release

Vitasoy Launched Incredibly Tasty Offerings of VitaOat with Matcha Red Bean and Chocolate Flavor



(HKSAR, 24 November 2022) With strong customer demand in China, Vitasoy International Holdings Limited (“Vitasoy”) has recently expanded the VitaOat Oat Milk series with two tasty new flavor offerings, Matcha Red Bean and Chocolate.

Since the launch of VitaOat in 2021, it has rapidly gained a loyal following. Vitasoy endeavors to further mainstream healthy plant-based diets and to continue innovating their products and offerings. The brand has responded to customer demand by introducing new flavors to offer customers an exceptionally rich and smooth taste experience.

VitaOat Oat Milk series is dedicated for customers as a healthy and burden free choice. It is incredibly tasty, cholesterol-free and low sugar, which is suitable for customers with lactose intolerance and vegan, making it a great drink to be consumed as part of a plant-based lifestyle and balanced diet. It is good for health and good for the planet.

Mr. Carl SU, Group Chief Operating Officer of Vitasoy and Chief Executive Officer of Vitasoy Mainland China said, “We are excited about the launch of the two new flavors - Matcha Red Bean and Chocolate of VitaOat in China. Besides focusing on sustainable and plant-based nutrition, we hope to bring a richer variety of flavors to the market and to encourage healthy lifestyles through our diverse product portfolio.”

Download photos: [please click here](#)



Vitasoy International Holdings Ltd.
維他奶國際集團有限公司

About Vitasoy

Vitasoy International Holdings Limited is a leading manufacturer and distributor of plant-based food and beverages. Established in 1940 by the late Dr. Kwee-seong Lo in Hong Kong China, the Company strives to promote sustainable plant-based nutrition through provision of a variety of high-quality products with Nutrition, Taste and Sustainability as the guidelines for its portfolio offerings. Currently, Vitasoy has operations in China, including Mainland China and Hong Kong Special Administrative Region, Australia, Singapore and the Philippines. Its products are available in about 40 markets worldwide.

Vitasoy is listed on the main board of the Hong Kong Stock Exchange (00345.HK) and included as a constituent of Morgan Stanley Capital International (MSCI) Hong Kong Small Cap Index, Hang Seng Stock Connect Hong Kong Index and Dow Jones Sustainability Index (DJSI) - Asia Pacific, among others.

Vitasoy website: www.vitasoy.com

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