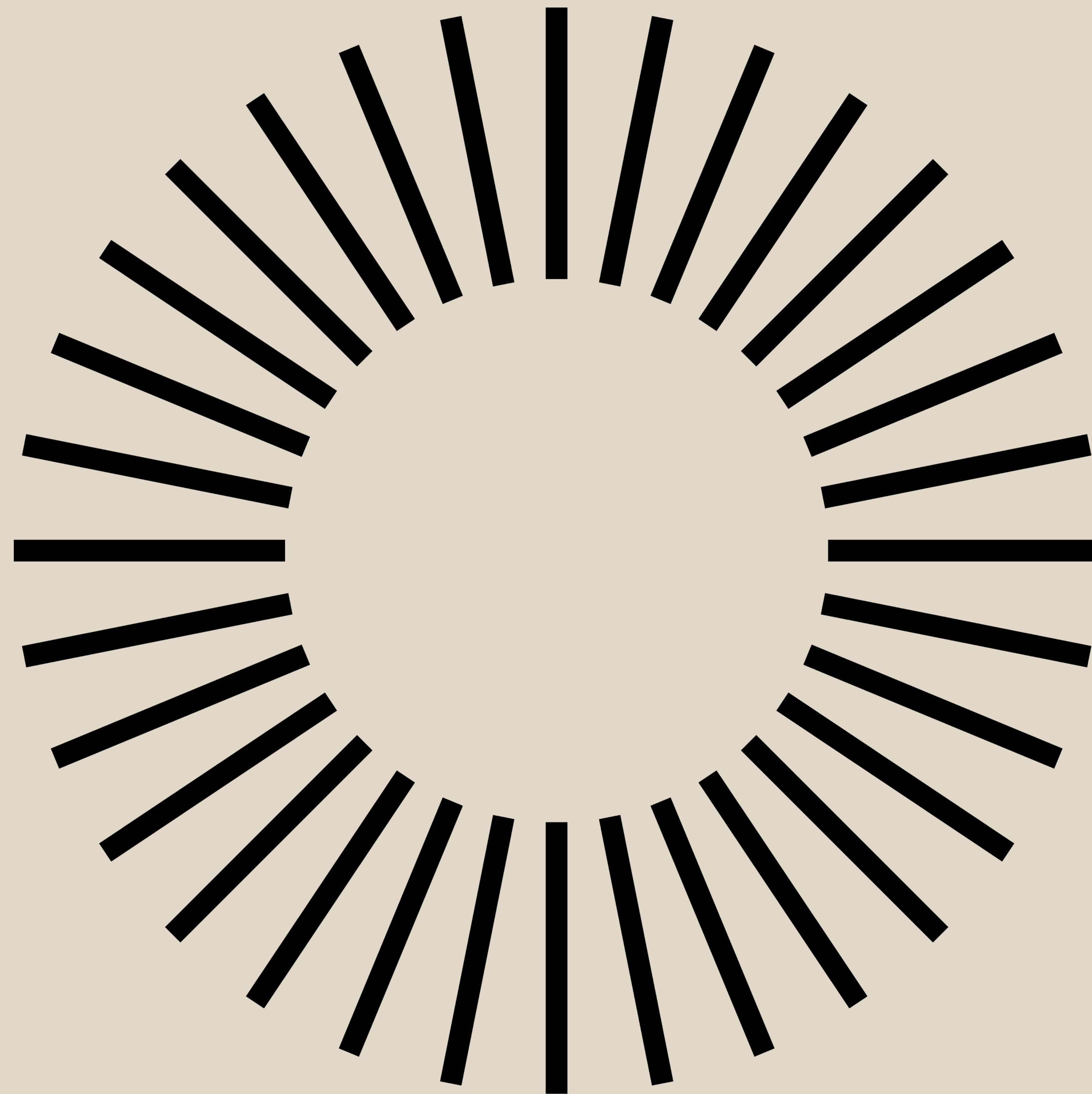


Hello
oat milk
maker maker.

Concept paper



S H
U A
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Tübingen
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In a nutshell.

We need a gastronomic device that produces a large quantity of oat milk of the best quality. Not only we need it, but also every café in the world needs it.

We need your help to build not just one device, but - let's say - a few thousand.

Yes, we assume this is a great business opportunity for you.

But for us: this is supposed to be a contribution to our environment. The point is not that it is you or us who will eventually build this device. The point is: we want the world to have this device. We want you to be part of it.

01. The demand for oat milk will burst.

01.1. The tax disadvantages will disappear.

Currently, the VAT for cow's milk is 7%, but for plant-based alternatives like oat milk it is 19%. We assume that this will change soon, it is also the election agenda of some parties for this year's federal election. So selling oat milk-based coffee drinks will no longer be a financial disadvantage for companies in the near future.

01.2. Vegan is the future.

Vegan products are becoming more and more popular. So-called milk alternatives will soon no longer be called alternatives, but will be the first choice. The speciality coffee movement also shows that this is the future.

01.3 Oat milk is the top dog.

There are a variety of milk alternatives, e.g. soy-based, almond-based, etc. But oat milk is the most popular because it simply goes perfectly with coffee.

02. Our Vision.

02.1. High quality.

We need oat milk that is high quality and meets barista standards. At first glance, the production of oat milk does not seem to be witchcraft. But in fact, there are currently only a handful of manufacturers that meet the high demands of the speciality coffee industry.

02.2. Avoid Tetra Paks and transport emissions.

Currently, suitable oat milk is only available in Tetra Paks. This means mountains of waste. In the absence of suitable local alternatives, oat milk (i.e. 90% pure water) is transported all over the world, causing unnecessary emissions.

02.3. Produce oat milk at low cost.

For some reason, oat milk is more expensive to buy, sometimes twice as expensive as cow's milk. We assume that it will cost only a fraction of the current price to produce oat milk in the shop.

03. General Setup.

03.1. Making min. 100 liters a day.

Currently, we need around 30 litres of oat milk a day. As soon as we might serve only oat milk and no cow milk anymore, we will need almost 100 litres of oat milk per day. An oat milk maker should have at least this daily capacity.

03.2. Easy to handle.

Like all devices used in hospitality, the oat milk maker needs to be robust, reliable and easy to handle during daily gastronomical operations.

03.3. Easy to build in the bar.

Ideally, the oat milk maker has a standard size and fits under the counter like a dishwasher or a refrigerator.

04. Recipe.

04.1. Only a few ingredients and two enzymes.

Oat milk consists of 90% water, about 10% oats and a few additives such as salts and - needed for foaminess - a dash of oil. After the ingredients have been mixed in the first production step, the liquid is mixed with two enzymes to define temperatures - similar to brewing beer: at about 60 degrees and at about 70 degrees. Finally, the oat milk must be filtered.

04.2. Developing a recipe is our job.

The task is not just to make oat milk. Just youtube it. You'll get some answers. The mission is to build a device that will produce oat milk of exceeding quality. Every gourmet rejoices, and every coffee place will immediately understand: This is exactly what we were looking for.

And as we know the demands of the coffee scene and hospitality industry and as we are experts in tasting, we'll develop that perfect recipe in line with the possibilities of the device.

05. Ready? Steady? Go.

Again: We need you to help us building that oat maker and defining its setup and mode of operation.

It's a big thing: It's not only us wanting it, we assume that basically every modern café place all over the world want's that.

The contribution to our environment will be massive. This will be something your grandchildren will talk about. So: Please connect with us such that we can discuss further steps.

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In case you know somebody that might know someone having contact with a person having seen a Jedi Masters in beverages production, food chemistry, mechanical engineering or whatever witchcraft is needed, please forward this presentation.