

JOI PLANT MILK CONCENTRATES SHAKING UP THE ALTERNATIVE DAIRY INDUSTRY

The innovative company is revolutionizing clean, sustainable eating

Meet JOI, a company that's reimagining what we consume for total food freedom. JOI, which stands for "Just One Ingredient", sells a range of single-ingredient milk concentrates (both pastes and powders) made from nuts (almond or cashew), grains (oat) and, now, seeds (hemp). Plant milk concentrates are more sustainable than liquid products, offering a longer shelf life with less packaging and improved carbon footprint.

These first-of-its-kind plant milk concentrates offer a customizable solution for milk *and* all of your cooking needs. With minimal and natural ingredients, JOI's products are free from any additives, preservatives or fillers. Plus, they also offer their shelf-stable product in bulk sizing, making it ideal for any foodservice business seeking to maximize space or reduce waste.

The JOI Products

JOI's plant milk concentrates are truly a novel innovation and the perfect jumping-off point for anyone considering a plant-based lifestyle.

A proprietary milling process forms the nut and seed concentrates' unique, creamy consistency, which is great for just about any dish you can possibly conceive, including milk, creamer, dairy-free ice cream, dairy-free sauces, plant-based dips and dressings, smoothies and vegan baking. Plus, because the whole nut or seed is used in producing the concentrates, the milk made with JOI contains more protein, fiber and healthy fats than store-bought.

The same holds true for JOI's one-of-a-kind INSTANT oat milk powder. 100% oats. No oils, gums or Just stir it into your favorite beverage, use it to make milk, or add it to soups or other dishes for extra creaminess.

Many people don't know that most pre-packaged plant-based milks only contain about 2% of their featured ingredient. These boxed drinks are full of preservatives, additives, fillers, sugars, oil (oat milk), gums and binders. With just whole and natural ingredients, JOI is the perfect nutritious replacement for dairy products. JOI requires no refrigeration, and has an extensive shelf life. Never run out of plant milk again!

Good for People and the Planet

Reducing impact on the planet is at the heart of JOI's mission, and the company has an exponentially decreased carbon footprint when compared to dairy milk and its traditional plant-based milk competitors. One truckload of JOI is the equivalent of seven truckloads of plant-based milk sold in a carton. Shipping around all those cartons of nut-flavored "mostly water" is bad for the environment!

One jar of JOI saves seven milk cartons from the landfill, and one pouch of instant oat milk makes 16 quarts of milk. JOI's thoughtfully designed packaging is more sustainable than the alternatives..

Plus, because you can make as much or as little plant milk as you need, JOI products help reduce food waste. No more (guiltily) throwing away half-used cartons of spoiled milk!

The Innovators

JOI was born when its founders met in business school. Their shared passion for healthier lifestyles and a quest to make the world more sustainable led the founders to reimagine an innovative solution for plant-based milks. As a minority-owned company, and a >50% female team, JOI's corporate social responsibility efforts don't stop at sustainability - the company aims to promote inclusivity in the food sector as well as the c-suite.

To date, JOI has been shipped to consumers in all 50 states. Additionally, JOI's products have helped over 250 stores, restaurants and other businesses provide clean, sustainable food options to their customers. By educating consumers about plant-based milks and their production processes, JOI continues to provoke the food industry towards more sustainable practices and introduce the possibilities behind plant-based foods.

"JOI was born out of a desire to radically improve plant-based milks, and offer a human-centric approach to clean eating and sustainability," states Hector Gutierrez, CEO of JOI. "We want to empower the world to take the first step into a plant-based lifestyle by providing a simple, sustainable, whole food solution that is free of all preservatives."

For more information on JOI products and recipes, and to shop our almond, cashew, hemp and oat concentrates, visit www.addjoi.com or follow on Instagram @addjoi.