



FUEL10K ANNOUNCES VEGAN OAT DRINK LAUNCH AT TESCO

B Corp breakfast brand, [FUEL10K](https://www.fuel10k.com), has announced the arrival of its new-look Chocolate Oat Drink, now available at Tesco.

Listed in 374 Tesco stores, the Chocolate Oat Drink can be found in the breakfast aisle and online at [Tesco.com](https://www.tesco.com). With no need for cutlery, it's the perfect fuss-free nutritious option to grab and go before heading to the office, or for a post-work out protein boost. Simply shake, drink, and be fuelled!



Scott Chassels, Managing Director at FUEL10K, said:

“We’re delighted to add a new vegan addition to the FUEL10K range at Tesco. With people busier than ever – whether that’s getting back into the working commute or juggling school



holiday's – FUEL10K is committed to providing a deliciously filling and nutritious start to the day. High in fibre, protein boosted and with added vitamins; as demand continues to grow for convenient, on-the-go breakfast options, it's the ideal choice to fuel a busy morning."

With an RRP of £1.50, the plant-based oat drink is registered by the Vegan Society, meaning it can be enjoyed by even more shoppers. Getting you up and running for the day whatever challenge lies ahead, each breakfast drink is high in fibre and low in fat, in a handy carton that means you can fuel up on the go.

Specialising in tasty, healthier food that helps to fuel busy people, the Tesco launch closely follows the arrival of two of FUEL10K's most popular oat bars into [Greggs stores](#) across the UK.

For more information on the full range, visit [Fuel10k.com](https://www.fuel10k.com), or shop online or instore at Tesco.

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Notes to Editors:

About FUEL10K

- FUEL10K makes morning fuel for busy people and is celebrating its 10th birthday in 2022.
- Quick, convenient, and delicious, FUEL10K's breakfast range is packed full of nutritious goodness - boosted with protein, high in fibre and packed with vitamins.
- Proud to be a B Corp breakfast brand since March 2021, FUEL10K is committed to doing better, from improving nutritional value without compromising on taste, to reducing the use of plastic, with the brand's best-selling granola packaging being 100% recyclable since 2021.
- A constant thread throughout product development is to reduce the use of sugar, creating healthier breakfast products for busy people... The team is also working hard to lessen their carbon emissions and offsetting where possible too.
- FUEL10K is available at all major UK supermarkets, including Sainsbury's, Tesco, Morrisons, Ocado, Asda, Co-Op, and online at Amazon.
- Join the conversation on social #FuelYourJourney: Instagram @FUEL10K, Facebook @FUEL10K, Twitter @FUEL10K
- Find out more via the website, [www.FUEL10K.com](https://www.fuel10k.com)

For further information, spokesperson comment or to request high-resolution imagery, please contact: laura@lauraquickpr.co.uk