



MINISTRY
VENUES



OATLY SPA

DATE — FEBRUARY 2025
COMPANY — OATLY
LOCATION — THE MINISTRY
CATEGORY — BRAND ACTIVATION

OATLY SPA

Oatly, the brand that has made oat milk a staple worldwide, took over The Ministry’s White Space to unveil The Small Health Book with an immersive wellness experience that blended discussion, relaxation, and, of course, plenty of oat flat whites.

At the heart of the event was a panel talk led by nutritionist Rhiannon Lambert, tackling misinformation and myths around plant-based nutrition. Following the discussion, the focus shifted to a sound bath session, guided by Jess Francis, where guests were invited to unwind on yoga mats with towels provided for a complete spa-inspired experience.

The White Space itself was transformed into two distinct areas. One side was dedicated to the spa zone, complete with pink draping, glowing ambient light, comfortable seating, robes, slippers, and spa-style details that wrapped guests in a sense of calm.

The other side served a dual purpose: first arranged theatre-style for the panel, before being reconfigured into an open, restorative layout for the sound bath session.

Catering reinforced the theme of health and wellness with a playful Oatly twist. Guests enjoyed a “Brain Power” smoothie, fresh fruit, vegan pastries, oat yogurt granola pots, and unlimited oat flat whites made with Oatly, ensuring the brand was at the centre of the experience in more ways than one.





The design and production were brought to life in collaboration with Positive Experience, who worked with Oatly to create a seamless transformation of the space and an atmosphere that reflected both wellness and the brand's playful personality.





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79-81 Borough Road
London
SE1 1DN

@MinistryVenues
MinistryVenues.com
Events@MinistryVenues.com
02077408682