



PrOatein oat protein

A natural protein concentrate from oats
for nutritious and protein-enriched foods

PrOatein oat protein is a unique, patented natural protein concentrate from oats that can help manufacturers to meet the fast-growing consumer demand for nutritious, protein-enriched foods and supplements. PrOatein, like the oat grain it comes from, is rich in essential amino acids, including the desirable branched-chain amino acids which are important for muscle growth and recovery. Compared to other isolated proteins, it also has a mild and neutral taste.

PrOatein has a minimum concentration of 50% protein. This natural, non-GMO, clean-label protein concentrate is made from locally-sourced, Nordic oats, applying a gentle separation process without the need for solvents or chemicals. Its mild taste and ease of formulation make PrOatein an extraordinary ingredient for foods and supplements for consumers of all ages. It tastes good and is suitable for dairy-free and soya-free diets.

It is also vegan-friendly, tastes good and an excellent alternative to other dairy and vegetable protein sources. All of which makes PrOatein the ideal ingredient for boosting protein content in a wide range of products.

PrOatein is part of the range of oat ingredients produced by Lantmännen, which also includes PromOat oat beta-glucan and Avenacare oat beta-glucan for cosmetics applications.

proatein[™]
Oat Protein

Protein quality

Oat protein is an important part of the diet and plays an essential role in the structural and functional components of the body. PrOatein oat protein, like the oat grain it comes from, contains significant amounts of dietary indispensable amino acids, particularly the BCAAs leucine, isoleucine, and valine, which are important for muscle growth and repair in people of all ages. Oat protein contains more SAA and tryptophan than pea protein; more SAA and valine than soy protein; and has more indispensable amino acids than wheat protein. PrOatein also has a great taste compared to other isolated plant proteins.

Beyond protein

In addition to the content of 50-60% protein, PrOatein contains:

16-19% naturally occurring oat oil composed of:

- Primarily palmitic, oleic, and linoleic fatty acids
- A high concentration of monounsaturated fatty acids (oleic acid) and a high amount of polyunsaturated fatty acids (mainly omega-6)
- Micronutrients with antioxidant properties, including vitamin E (tocopherols) and avenanthramides
- No cholesterol, since this is a plant-based protein

20-24% naturally occurring oat maltodextrins.

2-3% a small amount of oat beta glucan soluble bran fibre.

Functional benefits

PrOatein benefits:

- Powder properties:
 - Light-brown colour.
 - Fine, free-flowing powder.
 - Does not stick.
 - Good wettability.
- Taste and odour typical of oat bran.
- Easy to use, easy to handle.

Applications

PrOatein is ideal to use in:

- Bakery – Bread, cakes and biscuits
- Cereals and bars
- Powdered beverages
- Pasta
- Sports Nutrition
- Meal replacement shakes
- Meat substitutes
- Healthy snacks

Attractive labelling

Natural clean-label ingredient

PrOatein oat protein can be used in naturally positioned and 'clean label' products. High quality Nordic sourced non-GMO oats used in production of the product and there are no chemicals used during processing. PrOatein is a natural ingredient that can be labelled on ingredients lists simply as "oat protein" and so is attractive to those manufacturers looking to appeal to consumer demand for protein-enriched oat products.

A clean-label ingredient, whose unique, patented process is totally without chemicals or solvents, PrOatein has good wettability and non-stick qualities.

'High fibre' or 'Source of fibre' claims

With PrOatein you can boost your products' fibre content, and more easily achieve front-of-pack claims for fibre nutrition.



For more information, please visit www.proatein.info

About Lantmännen

Lantmännen is an agricultural cooperative and Northern Europe's leader in agriculture, machinery, bioenergy and food products. Lantmännen is owned by 25 000 farmers and with grain at the heart of our operations, we refine arable land resources to make farming thrive.

Conditions for growing oats are great in the Nordic region and Lantmännen is taking a long-term approach to investments in processing, research and innovation within oats.

Sales & Marketing: Lantmännen Reppe AB, e-mail: reppe@lantmannen.com & Lantmännen Functional Foods AB, e-mail: functionalfoods@lantmannen.com

Manufacturing: Lantmännen Oats AB, Älvåsvägen 1, 617 71 Kimstad, Sweden

