



PromOat and PromOat Gluten-Free oat beta-glucan

The natural, healthy, functional oat ingredient

PromOat oat beta-glucan is a soluble oat bran fibre, extracted from wholegrain oats without the use of chemicals. PromOat is a natural source of beta-glucan, the dietary fibre in oat bran that provides important health and functional benefits. In the body, oat beta-glucan helps to maintain healthy cholesterol levels, blood glucose levels and healthy digestion. PromOat oat beta-glucan can give manufacturers and consumers access to healthy foods and beverages. Its beta-glucan content is 32% or greater, which makes it easy to achieve the daily dosages required for specific health benefit claims. PromOat is now also available as gluten-free.

PromOat oat beta-glucan is a clean-label, non-GMO fibre, produced from Nordic oats. It is soluble, clean-tasting, and neutral in colour. It can be used in food and beverage formulations for its health and functional benefits. PromOat can also thicken and stabilize emulsions and impart an indulgent creamy mouthfeel.

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

 **PromOat**[®]
Beta Glucan

Health benefits

Healthy cholesterol levels

PromOat oat beta-glucan can be used in foods positioned for their beneficial effects on heart health. High blood cholesterol is a risk factor in the development of coronary heart disease. Many clinical trials over the years have shown that oat beta-glucan helps to maintain blood cholesterol concentrations that are within the normal range. In Europe, the European Commission has granted the following health claim for oat beta glucan: "Oat beta-glucan has been shown to lower/reduce blood cholesterol. High cholesterol is a risk factor in the development of coronary heart disease".

Healthy blood glucose levels

Use PromOat oat beta-glucan in foods intended to help maintain healthy blood glucose levels. Oat beta-glucan has a low glycaemic response. In addition, research indicates that oat beta-glucan, when consumed with meals, may help maintain healthy blood glucose levels after the meal.

Healthy digestion

PromOat oat beta-glucan can also be used in foods for its beneficial effects on digestive and intestinal health. It supplies fibres which may help promote satiety which can be beneficial in for example products for weight management.

Attractive labelling

Approved health claims in many countries – With a beta-glucan content as high as 34% (+/- 2%), PromOat oat beta-glucan makes it easy to achieve the daily dosages required for health benefit claims. PromOat Gluten-free contains 29% (-2%/+3%).

Natural clean-label ingredient – PromOat oat beta-glucan 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. In the EU and USA, PromOat is labelled as 'oat beta glucan' or 'oat bran fibre'.

'High fibre' or 'Source of fibre' claims

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

For more information, please visit www.promoat.com

Applications

PromOat is ideal to use in:

- Bakery – Bread, cakes and biscuits
- Beverages – Shakes and smoothies
- Cereals and bars
- Dairy alternatives
- Yoghurt and fruit preparation
- Nutrition and health supplements
- Pasta
- Soups, sauces and dressings

Functional benefits

Clean taste, neutral colour, no graininess – PromOat is produced as a creamy white, neutral tasting powder that integrates easily into your recipes.

Soluble – Soluble and clean-tasting PromOat is ideal in beverages where it can also contribute mouthfeel and smoothness.

Stabiliser and viscosity modifier – PromOat has strong water-binding and emulsifying properties. It thickens and stabilises creamy emulsions, creating a smooth texture and indulgent creamy mouthfeel in reduced-fat products.

Improved shelf life for your products – PromOat not only adds body to reduced fat muffins or cakes, but it also improves shelf life due to improved moisture management.

Easy to use, easy to handle – PromOat integrates easily in manufacturing conditions. PromOat is acid and heat stable, enabling its use in a wide variety of industrial processes.

Fat substitute – PromOat helps to re-balance recipes fat and calorie content due to fat-mimicking properties. PromOat can help create calorie-reduced recipes for indulgent products. Its unique moisture-binding and texturing properties allow PromOat to be used to replace some of the fat in recipes without affecting the great taste of the products.



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.

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