



PromOat 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. The beta-glucan content of PromOat is 34%, which makes it easy to achieve the daily dosages required for specific health benefit claims.

Lantmannen Functional Foods offers the widest portfolio of oat beta-glucans available which includes: PromOat Standard (34%), PromOat Gluten-free (29%), PromOat Instant (34%), PromOat Gluten-free organic (29%)

 **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.

Applications

PromOat is ideal to use in:

- Bakery – Bread, cookies and biscuits
- Beverages
- Cereals and bars
- Dairy alternatives (beverages, yoghurt etc)
- Fruit preparation
- Meat analogues
- Food supplements
- Pasta
- Soups, sauces and dressings
- Cream cheese and mayonnaise
- Ice cream
- Cosmetic products

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 emulsion stabilizing 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.

For more information, please visit www.promoat.com

Innovation from field to fork

Lantmännen Functional Foods AB is part of Lantmännen, an agricultural cooperative and Northern Europe's leader in agriculture, machinery, bioenergy and food products.

With research and operations throughout the entire value chain, we take responsibility from field to fork.

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