# PromOat®

OAT BETA-GLUCAN

## A soluble natural oat beta-glucan that provides important health and functional benefits. Ideal to be used in healthy foods and beverages.

PromOat Oat beta-glucan is a soluble oat bran fibre extracted from wholegrain oats without the use of chemicals. It is a natural source of beta-glucan, a dietary fibre with important health and functional benefits. In the body, oat beta-glucan helps maintain healthy cholesterol levels and blood glucose levels and supports healthy digestion.

PromOat Oat beta-glucan helps manufacturers to create and consumers to enjoy healthier foods and beverages. With a beta-glucan content up to 34%, PromOat makes it easy to achieve the daily amounts required for health benefit claims.

PromOat is part of our Oat beta-glucan range, which also includes AvenaCare oat beta-glucan for cosmetic applications. Our total Oat offering is complemented with PrOatein oat protein.





Lantmännen
Biorefineries

## Health benefits

**Healthy cholesterol levels**
PromOat Oat beta-glucan can be used in foods positioned for their beneficial effects on heart health. Many clinical trials have shown that oat beta-glucan helps maintain blood cholesterol concentrations within the normal range. In Europe, the European Commission has granted the following health claim: “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 in foods intended to help maintain healthy blood glucose levels. Oat beta-glucan has a low glycemic response, and research indicates that, when consumed with meals, it may help maintain healthy blood glucose levels after the meal.

**Healthy digestion**
PromOat can be used in foods for its beneficial effects on digestive and intestinal health. Its fibre content may also help promote satiety, which can be beneficial in products for weight management.

## Attractive labelling

**Approved health claims in many countries**
With up to 34% beta-glucan, PromOat makes it easy to achieve the daily amounts required for health benefit claims. PromOat Gluten-free contains approximately 29% beta-glucan.

**Natural clean-label ingredient**
PromOat can be used in naturally positioned and ‘clean label’ products. It is made from high-quality Nordic-sourced oats without the use of chemicals. 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 achieve front-of-pack claims for fibre nutrition.

**Certifications**

- BRC
- EU Organic
- Kosher
- Halal

## Characteristics

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

**Soluble**
PromOat dissolves easily, providing a clean taste and contributing to smoothness in beverages.

**Stabiliser and viscosity modifier**
PromOat has strong water-binding and emulsion-stabilising properties. It thickens and stabilises creamy emulsions, creating a smooth texture and indulgent mouthfeel.

**Fat substitute**
PromOat helps rebalance fat and calorie content and can be used to create calorie-reduced recipes for indulgent products. Its unique moisture-binding and texturing properties allow it to replace some of the fat in recipes without affecting taste.

**Improved shelf life for your products**
PromOat enhances the moisture and softness of bread, helping extend the shelf life of fresh and frozen baked goods.

**Easy to use, easy to handle**
PromOat integrates easily into manufacturing processes since it is acid and heat stable, making it suitable for a wide range of applications.

## Applications

**PromOat is ideal to use in:**

- Bakery - Bread, cookies and biscuits
- Beverages
- Cereals and bars
- Cosmetic products
- Dairy alternatives (beverages, yoghurt etc)
- Ice cream
- Mayonnaise
- Meat analogues
- Pasta
- Soups, sauces and dressings
- Spreads
- Food supplements

## PromOat is available as:

- PromOat Standard
- PromOat Gluten-free
- Available in 15 kg paper bag
- PromOat Gluten-free organic
- PromOat Instant

For more information, please visit www.promoat.com

**Innovation from field to fork**

Lantmännen Biorefineries 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.

**Contact us**

Email: foodingredients@lantmannen.com
Phone: +46 10 556 01 50

www.lantmannenbiorefineries.com

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