



# 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 an average concentration of 55% 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. With a mild and pleasant taste it is suitable for dairy-free and soya-free diets.

It is also vegan-friendly and an excellent alternative to other dairy and plant-based 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**<sup>™</sup>  
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:**

- **13% 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
- **21% naturally occurring oat maltodextrins**
- **1% 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 aroma typical of oat bran
- Easy to use, easy to handle

## PrOatein is available as:

- **PrOatein Standard**
- **PrOatein Fine**
- **PrOatein Organic**

## Applications

### PrOatein is ideal to use in:

- Bakery – Bread, cakes and biscuits
- Cereals and bars
- Plant-based beverages
- Pasta
- Dairy alternatives
- Lifestyle nutrition
- Meal replacement
- 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 in protein' or 'Source of protein' claims

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



For more information, please visit [www.proatein.info](http://www.proatein.info)

## 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.

## Contact us

Email: [functionalfoods@lantmannen.com](mailto:functionalfoods@lantmannen.com)  
Phone: +46 10 556 08 90

[www.lantmannenfunctionalfoods.com](http://www.lantmannenfunctionalfoods.com)

