



PROMOAT<sup>®</sup> Beta Glucan



# SIMPLY THE GOODNESS OF OATS

The natural, heart-healthy, functional oat ingredient\*

PromOat<sup>®</sup> Beta Glucan, a unique soluble fibre ingredient from oats, gives your products access to the positive effects recognised for oats, including promotion of healthy cholesterol levels, healthy digestion and a low glycaemic response.

PromOat<sup>®</sup> Beta Glucan is a gently produced, natural component of whole-grain Swedish oats with the associated health benefits of oats. And here is more good news: this unique beta glucan soluble fibre is clean on taste and neutral on colour, and makes a versatile functional ingredient for foods and drinks.

\*Oat Beta Glucan is 'heart healthy' because it helps maintain blood cholesterol levels within normal range. This data is provided in good faith for your information. Customers should take their own advice with regard to all legal and regulatory aspects of our food ingredients and their usage for human consumption. Tate & Lyle accepts no responsibility for the validity of the claims set above.



### Healthy cholesterol levels

Use PromOat® Beta Glucan 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

Use PromOat® 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.

In Europe, the European Commission has granted the following health claim for oat beta glucan: **Consumption of beta glucans from oats as part of a meal contributes to a reduction of the blood glucose rise after that meal.\*\***

### Oat beta glucan can help in many ways

- Helps maintain healthy blood cholesterol
- Low glycaemic response
- Helps promote digestive/intestinal health
- Supplies fibre which may help promote satiety
- Helps rebalance recipe fat and calorie content due to fat-mimicking properties

### PromOat® offers unique functional benefits:

**Clean taste, neutral colour, no graininess** | PromOat® Beta Glucan 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® Beta Glucan integrates easily in manufacturing conditions. PromOat® is acid and heat stable, enabling its use in a wide variety of industrial processes.

### PromOat® offers attractive labelling options:

#### Health claims in many countries, including the EU

With a beta glucan content as high as 35%, PromOat® Beta Glucan makes it easy to achieve the daily dosages required for health benefit claims.

#### Natural, clean-label ingredient

PromOat® Beta Glucan can be used in your naturally positioned and 'clean label' products. To make PromOat® we use high-quality, locally sourced non-GM Swedish oats, and we don't add any chemicals during processing. In the EU and USA, PromOat® is labelled as 'oat beta glucan' or 'oat bran fibre'. In Canada it labels as 'oat bran' 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.

#### Reduced fat and calories

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.

### Versatile PromOat® is ideal to use in:

- Biscuits and cakes
- Bread
- Cereals and nutritional bars
- Sauces and dressings
- Shakes
- Smoothies
- Soups
- Supplements

Talk to us about health-claim opportunities and conditions of use in your country.

[tateandlylefibers.com](http://tateandlylefibers.com)

[PromOat@tateandlyle.com](mailto:PromOat@tateandlyle.com)

## ABOUT TATE & LYLE

Tate & Lyle is a global provider of ingredients and solutions to the food, beverage and other industries, with operations in over 30 locations worldwide.

[tateandlyle.com](http://tateandlyle.com)

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HWE0117054

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