



OATLY – THE DELICIOUS AND NUTRITIOUS ALTERNATIVE TO DAIRY MILK AND SOYA

- **Cholesterol Lowering**
- **High in fibre**
- **Low in fat**
- **Dairy free**
- **Soya free**

Did you know that oats are the most nutritious type of grain? Now you can get all the goodness of oats in a drink - **Oatly** is a delicious, healthy alternative to milk and soya products that offers numerous health benefits, whether you are milk intolerant or simply wish to follow a healthy diet.

A perfect alternative to dairy milk and soya, Oatly is a tasty, refreshing and nutritious drink. It can be enjoyed in smoothies, on breakfast cereals, on porridge or simply on its own. Oatly is heat stable, so it is also ideal for use in cooking and baking instead of dairy milk.

Oatly is cholesterol-free, low in saturated fat and high in fibre. What's more, it has no added sugar.

Cholesterol lowering

A high level of cholesterol in the blood stream contributes to an increased risk of coronary heart disease and to protect the health of your heart, it is important to keep a check on your cholesterol levels.

The soluble oat fibres in Oatly, known as beta-glucans, have been proven to lower blood cholesterol. The inclusion of 3g of beta-glucans in the diet per day has been shown in clinical trials to significantly lower cholesterol levels. Just one 250 ml glass of Oatly provides a third (1g) of the daily requirement of beta-glucans for cholesterol reduction.

Fibre

Dietary fibre is essential for good digestion and promotes a number of physiological effects, such as helping to prevent constipation, as well as helping to lower blood cholesterol and glucose levels.

According to the British Nutrition Foundation, most people in the UK do not eat enough fibre. The recommended intake for adults is 18g per day, whereas the average intake is just 12g per day. A low fibre intake is associated with constipation and some gut disorders. Soluble fibre may also help to improve the 'good' bacteria in our guts.

Very few drinks contain any fibre at all. However, a 250ml glass of Oatly provides 2g of fibre, which makes drinking and cooking with Oatly a simple and easy way to get a good proportion of your daily requirement of fibre.

All round health and wellbeing

Unlike most milks or milk alternatives, Oatly is particularly well balanced in terms of providing an optimum macronutrient balance – this means that the balance of protein, carbohydrates and fat in Oatly corresponds very well with generally accepted nutritional recommendations for a healthy, balanced diet. In addition, Oatly has a very high protein quality and the fat consists mainly of mono and poly-unsaturated fatty acids.

The table below shows the recommended intake of basic nutrients for humans aged over 3 years, alongside the basic nutrient content of Oatly, other non-dairy milk alternatives and cow's milk.

Table 1: Basic nutrients (E% = energy contribution in percent) in non-dairy milks and corresponding raw materials compared to cow's milk and recommended intake for humans over 3 years of age.

| Nutrient | Rec, > 3 years * | Oatly alt. to Milk | Soy alt. to Milk | Rice alt. to Milk | Cow's Milk |
|----------------------|------------------|--------------------|------------------|-------------------|------------|
| Protein, E% | 10-15 | 10 | 34 | 2 | 23 |
| Lipid (fat) E% | 30 | 33 | 44 | 16 | 47 |
| Carbohydrates, E% | 55-60 | 57 | 25 | 82 | 16 |
| Dietary fibre (g/MJ) | 3 | 4 | 0.5 | 0 | 0 |

* Column 2 shows the recommended nutrient intake for the Nordic region. These recommendations are very close to those in Europe and the States.

Source: Non Dairy Milk Products From Oats. Professor R Öste, G Önning and the Department of Applied Nutrition and Food Chemistry, Lund University, Sweden.

So, including Oatly in your daily diet is a simple and effective way to look after your health, whilst continuing to enjoy tasty food. Try starting the day with a hearty bowl of porridge made with Oatly or a delicious Oatly fruit smoothie.

Oatly contains no lactose, milk protein or soya and is therefore suitable for those who suffer from milk protein allergy, lactose intolerance and/or an allergy to soya, as well as those who are following special diets.

Oatly Healthy Oat drink comes in two varieties – **Organic** and **Enriched** with calcium and vitamins. Both varieties are GM-free and are made from the highest quality, carefully selected Swedish oats. Oatly products are made from pure oats and water using a unique, patented process developed at Lund University in Sweden.

Available from Waitrose, Sainsbury's, Tesco, Holland & Barrett and independent health stores, Oatly costs around £1.39 for a 1 litre pack. Oatly can be found in the milk alternatives or organic sections in supermarkets. Best served chilled, Oatly stays fresh for 4-5 days in the refrigerator after opening.

Further information about Oatly and delicious recipes can be found at www.oatly.com.

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Notes for Editors:

Oatly is produced in Sweden by Ceba Foods AB, a Swedish company that specialises in the research and development of healthy foods based on oats. Ceba Foods works closely with the Department of Applied Nutrition and Food Chemistry at Lund University.

Oatly was developed by Professor Rickard Öste, a leading professor in human nutrition with a special interest in the nutritional composition of oats. Professor Öste is a part-time professor in Food Chemistry at Lund University and is a founder of Ceba Foods AB.

100ml of Oatly Enriched with calcium and vitamins provides: Vitamin D (0.5µg), Riboflavin (0.13mg), Folic acid (20µg), Vitamin B12 (0.2 µg) and calcium (120mg). One 250ml glass of Oatly Enriched with calcium and vitamins provides 38% of the RDA of calcium.

Samples and photography (jpg) available from Bloomsbury Communications, Tel: 020 7833 3759