



START THE DAY WITH A HEALTHY, HEARTY BREAKFAST

Get all the benefits of oats with *Oatly*

How many times have you been told that breakfast is the most important meal of the day? Well, it isn't just hype. A healthy, fibre-rich diet containing complex carbohydrates found in cereals such as oats, may help you to perform better, for longer, whilst also providing essential nutrients to help maintain optimum physical health.

Make sure you start the day with a healthy breakfast and get the maximum goodness from oats by making your breakfast cereals or porridge with **Oatly**, the delicious, dairy-free drink made from pure, natural oats.

Oatly is a smooth and tasty, healthy alternative to milk and soya that offers numerous health benefits, whether you are milk intolerant or simply wish to benefit from a healthy and nutritious diet.

Oatly is the perfect accompaniment to cereals and porridge, providing extra soluble oat fibre, for a super healthy breakfast. It 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.

6 reasons to start the day with Oatly on your cereals or porridge:

- Cholesterol Lowering – Just one 250 ml glass of Oatly provides a third (1g) of the daily requirement of beta-glucans (soluble fibre) for cholesterol reduction
- Energy – oat based cereals and porridge, made with Oatly, contain complex carbohydrates that sustain energy levels and stabilise blood sugar levels.
- High in Fibre – essential for a healthy gut and preventing constipation
- Low in Saturated Fat
- No Added Sugar
- Essential Nutrients – **Oatly Enriched with calcium and vitamins** also contains Calcium, Folic Acid, Vitamin D, Riboflavin and Vitamin B12.

Cholesterol

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, thus aiding the maintenance of a healthy heart and reducing the risk of heart disease.

Fibre

Fibre helps to maintain a healthy gut and can prevent constipation. Most adults in the UK need to eat more fibre. According to the British Nutrition Foundation, approx 1/3 of our daily food intake should be made up of fibre-rich foods such as oats, bread, potatoes and other cereals.

Why not give Oatly a try and start the day with this deliciously oatly Oatly porridge:

Healthy Oatly Porridge (Serves four)

500ml Oatly Oat Drink

80g porridge oats

1tbsp sunflower seeds

2tbsp crushed linseeds

1 pinch of salt

Fresh or dried fruit, chopped nuts and/or honey to serve.

Place the Oatly oat drink in a pan along with the porridge oats, seeds and salt. Bring to the boil. Turn down heat and allow to simmer at a low temperature for approx. 4-5 minutes, stirring regularly. Serve in small bowls with fresh or dried fruit, nuts and/or honey. Add a splash of Oatly oat drink to cool.

Oatly can also be enjoyed at other times of the day. It is a tasty, refreshing drink on its own and makes a delicious addition to a fruit smoothie. Oatly is heat stable, so it is also ideal for use in cooking and baking instead of dairy milk.

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.

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.

Press Enquiries:

Melissa Neal/Evelyn Vittery, Bloomsbury Communications Ltd

47a Marchmont St

London WC1N 1AP

Tel: 020 7833 3759

Email: melissa@bloomsburycommunications.com

Date: 24th August 2006

**** PHOTOGRAPHY AVAILABLE: PACKSHOTS, PORRIDGE AND SMOOTHIES**