



OAT-STANDING™ Breakfast Solutions

Healthy cereals for a great start to the day

Goodness Grows Here

Breakfast is often considered the most important meal of the day as it provides the body with energy and stimulates the metabolism. Muesli, granola and porridge are staples of the European breakfast diet, and gluten free offerings are growing in this category. Glanbia Ireland has a range of gluten free oat ingredients with excellent functionality

Goodness of Oats

Sourced from Irish family farms, we take great care to guarantee the highest quality oats both conventional and gluten-free. Oats possess various health benefits and contain protein of a higher biological value than many other grains. Oats are high in dietary fibre which is associated with a number of health benefits such as β -glucan, functional protein, lipid and starch components and phytochemicals present in the oat grain and that is why it is one of the most promising raw materials for preparation of functional plant-based food.

in cereal solutions. They answer consumer demands for a nutritious, healthy, natural & reduced-sugar cereal while providing an outstanding taste. Muesli, porridge & granola can be eaten hot & cold for breakfast or a quick snack. Our range of oats can deliver across this range of applications.

Oats are nutritional and healthy

- ✔ Oats contain on average between 11-13% protein
- ✔ They are high in soluble fibres, especially β -glucan, which helps to reduce and lower cholesterol
- ✔ Gluten Free
- ✔ Naturally low in sugar, salt and saturated fats
- ✔ Oats contains a range of minerals such as calcium, iron, magnesium and zinc
- ✔ Suitable for vegans & vegetarians
- ✔ Non-GMO
- ✔ No artificial colours, flavours or preservatives
- ✔ Combination of high fibre and complex carbohydrates provide a low energy release

Consumer Insights



The US breakfast cereal market is worth ~\$10bn



90 new products containing oats were launched each week globally (2018)



Health & Wellness positioning in breakfast cereal has become more personalised



21% of US consumers describe themselves as following a flexitarian diet



38% of US cereal consumers eat cereal as a snack and 28% claim to have increased their cereal consumption due to snacking on it more



57% of cereal buyers prioritise how healthy their cereal is

Our Breakfast Solutions



Porridge

Porridge has long been championed as a healthy and nutritious way to start your day. Consume hot as porridge or overnight oats, sweet or savoury, oats can provide a perfect start to the day or a quick snack by meeting individual preferences and tastes. Oats naturally contain a wealth of important nutrients including high fibre and complex carbohydrates which results in a slow release of sugar into the blood providing a sustained energy supply to the body. Our range of oats come in a variety of styles, textures and cooking times for differing porridge tastes.

- ✔ Chewy or crunchy texture available
- ✔ Range of cook times
- ✔ Natural sweet oaty taste
- ✔ Consistent shape
- ✔ Complex Carbohydrate proving a slow release of energy



Granola

Granola is usually made by coating oats with a blend of sugar and honey, then toasting to perfection. Our wholesome Irish gluten free oats deliver on consistent shape, golden hue and nutritional credentials. Our Jumbo oat flake is perfect for granola applications as it retains its crunch, has a natural sweet oaty taste and can be customised for bespoke solutions

- ✔ Crunchy texture
- ✔ Clean golden hue
- ✔ Complex Carbohydrate proving a slow release of energy











Muesli

Muesli is a long standing breakfast and brunch option based on raw, rolled oats and a range of other breakfast ingredients. Our GI Oats provide a great base for muesli as they provide a slow release of energy, are high in fibre and provide ~1g betaglucan per serve which helps maintain normal blood cholesterol levels.* Muesli has many different textures and offers a diverse sensory experience by creating many different textures. Our Jumbo Oat flakes retain their integrity after soaking, contain natural sweetness and absorb less milk.

- ✔ Retain Integrity after soaking
- ✔ Golden Colour
- ✔ Natural sweet oaty taste

*this claim can be made where the end product contains at least 1g of beta-glucans from oats, oat bran, barley, barley bran, or from mixtures of these sources per quantified portion

PARAMETER	GLANBIA
 Grower Selection	Long-established, loyal grower pool.
 Crop Management	All crops managed by Glanbia agronomist. All nutrient and agrochemical applications recorded on computerised agronomy programme.
 Harvesting	Dedicated harvester to gluten free oats crops only.
 Grain Transport to Intake	Dedicated trucks for duration of GF oats harvest.
 Oat Mill	Ultra-modern, oat-only mill with state of the art milling equipment and flexibility to match any customer specification
 Finished Product Analysis	Each tote bag from each batch of finished product is analysed for physical, chemical and microbiological parameters; also ELISA test for gluten-free assurance below 10ppm.
 Product Certification	Oatmeal products certified by Coeliac Society of Ireland and Coeliac Association UK as safe for consumption by coeliacs.
 Supply Chain	Closed loop; full control and traceability from seed to finished product.

Get in Touch

To find out more about our Oat-Standing™ Breakfast Solutions, please contact us at Glanbia Ireland.

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It is the responsibility of the food business producing products using Oat ingredients to verify that any product claims are compliant with the regulations in the country of sale. Information in this bulletin is believed to be accurate and is offered in good faith for the benefit of the customer. However, we cannot assume any guarantee against patent infringement, liabilities or risks involved from the use of these products, formulas and information. The information and/or opinions contained in this document may be changed at any time without notice.