

Brits get their oats more often

Submitted by: Grand Union PR

Thursday, 6 November 2008

The message that just 3 grams of oats a day can help lower cholesterol levels has definitely been taken to heart by the nation with sales of Oatly oat drinks, <http://www.oatly.com>, doubling over the last two years with around 3.5 million packs being sold. A staggering 41% growth year on year up to the end of September 2008 proves that Brits have taken on the message that getting your oats can really help your health. Just one 250ml glass of Oatly provides a third (1g) of the daily requirement of beta-glucans (soluble fibre) for cholesterol reduction. With four delicious varieties of Oatly to try (Enriched, Organic, Chocolate and Dairy-Free Alternative to Cream), it's never been easier to enjoy the health benefits of oats every day.

Professor Rickard Öste, Professor of Food Chemistry at the Lund Institute of Technology in Sweden, who helped develop Oatly, explains "In a large number of clinical studies, oats have been proven to have characteristics that reduce cholesterol. The secret lies in the water-soluble fibres contained in oats (also known as beta-glucans), which are activated on their way through the intestinal tract. These beta-glucans are thought to have a cholesterol lowering effect. Today increasing numbers of people consume medication to bring down their cholesterol count and/or foods that contain substances similar to such medication. In contrast to such strategies, oats have the great advantage that they are a natural food and that there is no risk of overdosing."

Dr Carrie Ruxton who conducted a recent study¹ on oats for Weetabix, comments "This review provides further evidence that regular oat consumption is an effective dietary strategy for helping reduce cardiovascular disease risk". The review showed that eating just 3 grams of oats a day could help lower levels of cholesterol by up to 17 per cent.

It seems that Brits are happy to make small, easy changes to their eating habits, such as consuming more oats, if it means that they'll be healthier without feeling deprived. Consumption of fruit and veg in the UK has risen since the five-a-day campaign began in 2002 from 94kg a person to 113 kg in 2007². Sales of bottled water have also risen over the same period according to the British Bottled Water Producers³ as the eight glasses a day message seeps through: 29 litres was the average consumption per person in 2002 rising to 36 litres in 2007.

So how can you get your oats? Starting the day with a wholesome bowl of porridge has long been acknowledged as a great way to fill you up as well as delivering an oaty boost: the beta-glucans in oats provide a slow assimilation of carbohydrates leading to a prolonged sense of feeling full which makes it easier to stop reaching for snacks between meals. Try our delicious porridge recipe below for a great way to get a double dose of oaty goodness every day.

If porridge isn't your breakfast of choice, Oatly oat drinks make a great low-fat addition to a fruit smoothie as well as being a tasty, refreshing drink on their own. Try using Oatly with your morning cereal too – the Chocolate version is bound to go down well with the kids. And Oatly is heat-stable, so it is also ideal for use in cooking and baking instead of dairy milk or cream in dishes like Fish Pie, Mediterranean Vegetable Pancakes and Italian Chocolate Trifles. Check out the range of delicious sweet and savoury recipes on <http://www.oatly.com>.

Cookery expert Lorna Rhodes comments, ““Nature has given us a range of delicious foods which not only taste good but are good for us as well: so all we need to do is make sure that we eat enough different foods and swap some of the more calorie laden choices for healthier options. Oatly is a healthy and tasty alternative to milk and soya which is low in saturated fat and high in fibre. “ Her recipe for Lemon Drizzle Cake shows that getting your oats needn't be boring.

Oatly oat drinks are also lactose, milk protein and soya free, so they're great too for anyone who suffers from milk protein allergy, lactose intolerance and/or an allergy to soya.

Available from all major supermarkets, Holland & Barrett and independent health food stores, Oatly Organic and Oatly Enriched cost £1.39/1 litre, Oatly Chocolate is £1.49/1 litre and Oatly Dairy-Free Alternative to Cream is 79p/250ml. Oatly stays fresh for 4-5 days in the refrigerator after opening.

PERFECT PORRIDGE

Serves: 1

Preparation: 5 minutes

50g jumbo porridge oats

250ml Oatly Enriched or Organic

Honey to sweeten

Fruit to serve, eg blueberries, strawberries or dried fruit

1. Put the oats and Oatly into a small saucepan. Heat and when it comes to simmer, lower the heat and stir for 2-3 minutes.
2. If you prefer a sloppier porridge, add a little more Oatly. Pour into a bowl, add fruit and drizzle over honey.

LEMON DRIZZLE CAKE

Serves: 10

Preparation: 15 minutes

Cooking time: 50 minutes

3 unwaxed lemons

300g plain flour

3 tsp baking powder

300g caster sugar

175g sunflower margarine or butter

2 large eggs

250ml carton Oatly Cream

Lemon Glaze:

100g golden granulated sugar

1. Grease a 20cm/8" round spring-form tin and line the base and sides with baking parchment. Pre-heat

the oven to 180°C (160°C fan) gas mark 4.

2. Finely grate the rind from the lemons, squeeze the juice and reserve for glaze.
3. Sieve the flour and baking powder into a bowl, stir in the sugar than add the margarine. With an electric hand whisk, beat until the mixture looks like fine crumbs.
4. Beat together the lemon zest, eggs and Oatly Cream then add to the flour mixture and beat together.
5. Pour into the prepared tin and bake in the middle shelf of the oven for 50 minutes, or until a skewer inserted in the middle comes out clean. Remove from the oven and makes several pricks with a cocktail stick over the top of the cake.
6. Mix together the lemon juice and sugar for the glaze and spoon evenly over the warm cake. Leave to cool in the tin.
7. Either serve with fresh fruits as a dessert or simply enjoy with a cup of tea or coffee.

Tip, store in an airtight tin for 3-4 days

If preferred, grease and line a shallow baking tin approx 30x23cm/12x9in and bake the mixture for 40 minutes. When cool cut into 24 squares.

NUTRITIONAL ANALYSIS PER SERVING:

412 kcals

5g protein

20g fat (of which 4g saturated)

57g carbohydrate (of which 32g sugar)

0.7g salt

- ends -

For further information, samples, recipes and images please contact:

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Notes to Editors:

¹ A systematic review of the association between cardiovascular risk factors and regular consumption of oats. Dr Carrie Ruxton. October 2008

² Datamonitor Product Alert August 2008

³ Research from Zenith International, www.britishbottledwater.org