



Pure enjoyment from pure oats



Feel free to enjoy

Oats in EU gluten free regulation

- EU Commission regulation (EC 41/2009) concerning the ***composition and labeling of foodstuffs suitable for people intolerant to gluten*** allows Oats for gluten free diet
- Oats contained in foodstuffs for people intolerant to gluten must have been ***specially produced, prepared and/or processed in a way to avoid contamination by wheat, rye, barley***, or their crossbred varieties and the ***gluten content of such oats must not exceed 20 mg/kg.***



Suitability of oats in celiac diets

- Starches, buckwheat, millet and rice usually play a key role in the coeliac diet. Fibre intake in a gluten-free diet can easily stay under recommendations because cereal products are the most important source of dietary fibre. Pure oats are therefore a welcome addition to the gluten-free diet.



- Oats enhance the nutritional quality of diet
- Oats give additional taste to diet



Oat products are naturally nutritious compared to other gluten free cereals

Cereal	Energy	Fibre	Protein	Fat	Iron	Calcium	E-vitamin	B1-vitamin	Folic acid
Oat	355 kcal	10 g	14,5 g	7,3 g	6,3 mg	43 mg	1,5 mg	0,33 mg	46 µg
Rice	338 kcal	1,0 g	6,1 g	0,7 g	1,2 mg	6 mg	<0,1 mg	0,04 mg	10,1 µg
Millet	351 kcal	3,2 g	11,3 g	2,9 g	4,8 mg	9 mg	0,3 mg	0,26 mg	30 µg
Corn	301 kcal	9,2 g	7,9 g	1,2 g	1,5 mg	0,4 mg	-	0,14 mg	10,1 µg
Buckwheat	312 kcal	5,8 g	11,9 g	2 g	3,8 mg	18 mg	0,8 mg	0,6 mg	29 µg
Wheat starch	351 kcal	0,5 g	0,2 g	0,05 g					

For gluten free diet oatbased products offer real nutritional value!

What is the difference between oats, wheat, rye and barley?



Oats



Wheat



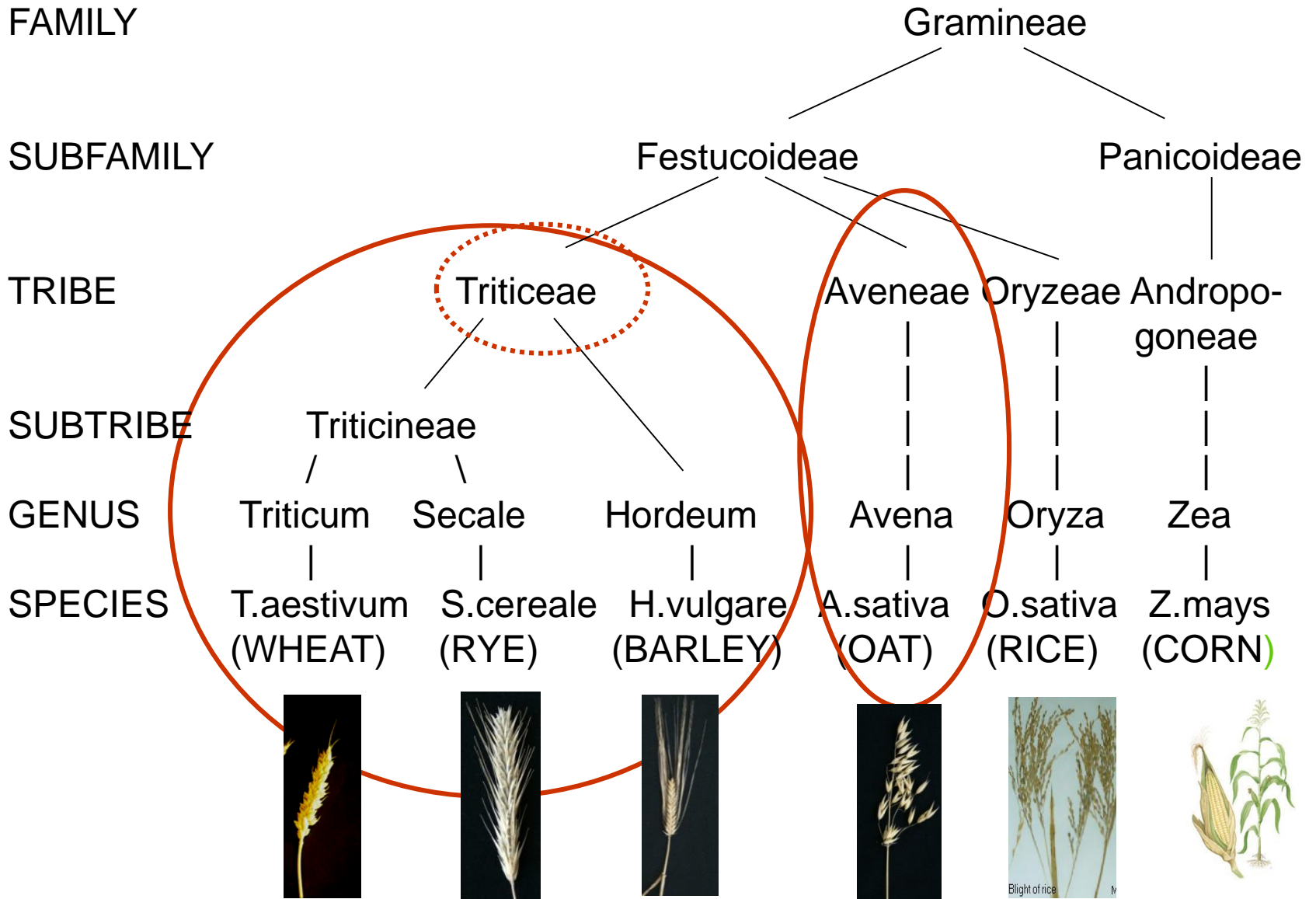
Rye



Barley





Phylogenetic Relationship of Major Cereal Grains



Oat versus wheat, rye and barley



Oats	Wheat, Barley, Rye
Safe for celiacs	Harmful for celiacs
Content ~10%	Content 60-80%
monomeric	monomeric and polymeric
~10% of amino acid proline	~20% of amino acid proline
 monomer	 polymer



Oat intervention studies in celiac disease

Several well documented clinical studies of oats and celiac made in Finland, Ireland, UK, USA, Norway, Sweden

- **Oats are suitable for both children and adult coeliacs**
(Janatuinen et al 1995, Srinivasan et al 1996, Hardman et al 1997, Högberg et al 2004, Holm et al 2006)
- **Oats are suitable for both recently and previously diagnosed coeliacs** (Hoffenberg et al 2000)
- **Even large servings of oats (>90g/day) tolerated by adult coeliacs.** (Kemppainen et al 2007)
- **Long-term oat consumption (>5 yrs) does not cause symptoms in coeliacs.** (Janatuinen et al 2002, Gut 50:332-335)
- **Oat consumption does not immunological changes in adult or children coeliacs.**(Kilmartin et al, 2003, Holm et al 2006)



Expierence of using oats in Finland

- Based on clinical evidence oats has been allowed since 1997 for adults and since 2000 for children
- Today 86% of all Finnish coeliacs consume oats in their daily diet. Of course there is those who will not use oat for some reasons
- Starting eat oats increases the fiber content of daily diet and symptoms may appear but they are not persistent
- No villus change has diagnosed
- No problems have been detected in 20 years.
- See oat recipes in Finnish Coleliac association net pages

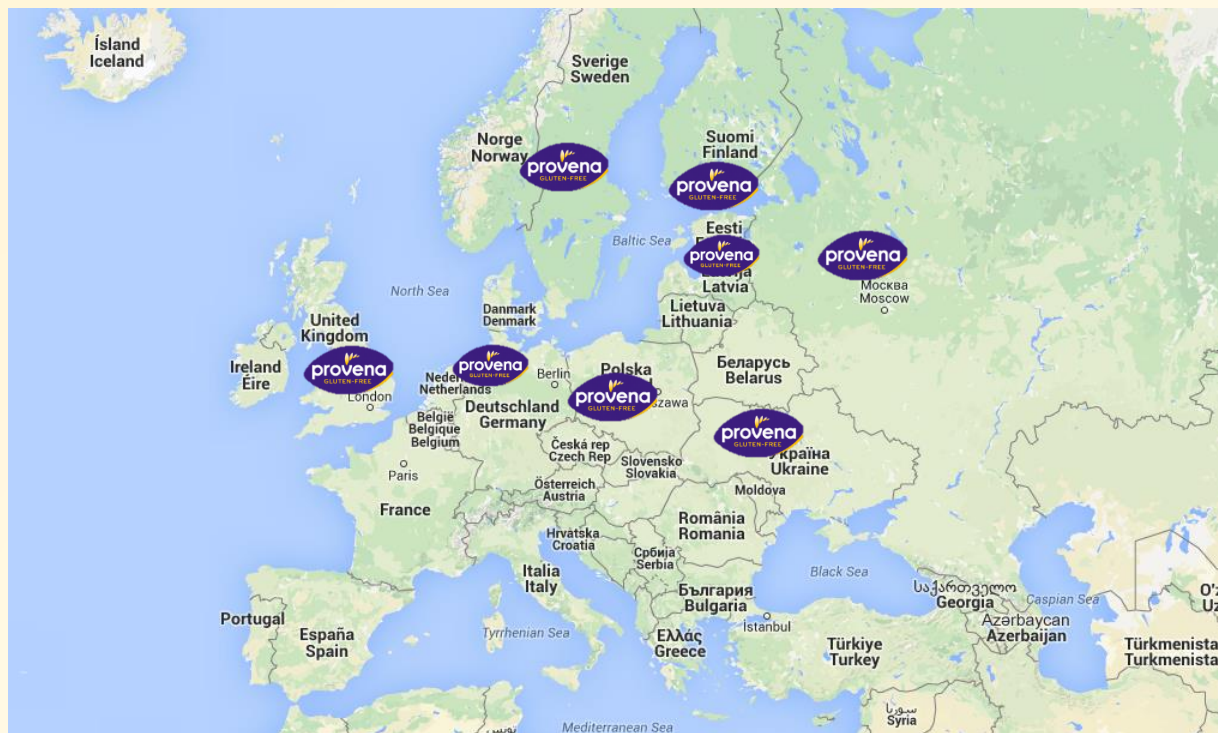


http://www.keliakialiitto.fi/liitto/in_english/oat_recipes/

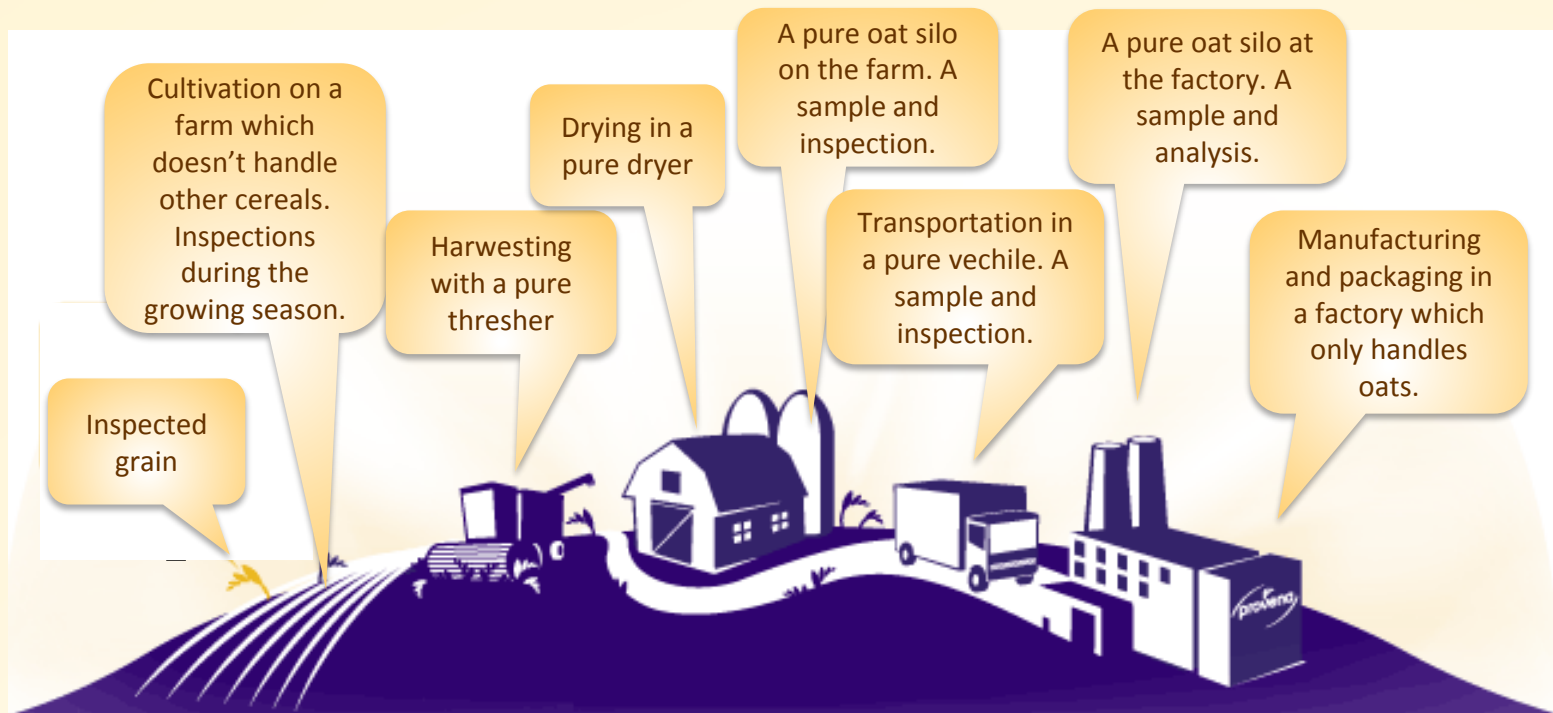


Provena – welfare for stomach

- Gluten free products based on specially produced gluten free oats (pure oats)
- Sold since 2006
- 16 products in 4 product groups
- International – sales in 13 countries (biggest markets below)



Unique production chain guarantees purity and security



- We are able to control the whole chain from the oat seed to ready made package from factory



Feel free to enjoy

Delicious Taste

Taste is close to regular products
-> suitable for the whole family
Pleasant consistency compared to
other gluten free



Rich in soluble fibre betaclucan - supports the digestive
system and releases energy gradually over longer period
Oats have high nutritional value compared to other gluten
free grains

Health & Nutrition





PRODUCTS FOR GLUTENFREE DIET

- Provena offers healthy and delicious choice to pamper your stomach
- For consumers, who want to take care of their stomach and for coaliacs



Competitive advantage:

Glutenfree pure oat, which is produced with unique process.

Pure oat brings the taste, structure and healthiness to Provena products

PROVENA - FEEL FREE TO ENJOY



PROVENA Jumbo Oats

- 100% Whole grain pure oats
- For delicious porridge or baking
- Cooking time app. 12 minutes
- Rich in fibre (11 %)
- Rich in betaglucan -> helps to maintain healthy cholesterol level
- Carton box 500 g
- Shelf life 10 months



PROVENA Gluten free Instant Oatmeal, Raspberry

- Quick and easy oatmeal now in popular raspberry flavour
- Just add boiling water and stir!
- Rich in fiber (9 %), contains also betaclugan -> helps to maintain cholesterol level
- BB 304 days





PROVENA Instant Oatmeal with Apricot

- A delicious oatmeal is fast and easy to prepare: just add 1.5 dl of boiling water to the oatmeal and stir
- 15 % fruits
- Rich in fibre (9 %)
- Rich in betaglucan -> helps to maintain healthy cholesterol level
- Shelf life 10 months



Gluten free Oat Muesli

- As delicious as regular muesli!
- Nice combination of oats, apple, date, raisins and sunflower seeds
- Rich in fibre (9,8 %)
- Carton box 600 g
- Shelf life 10 months





PROVENA Whole grain oat flour

- 100% Whole grain pure oats
- Healthy and delicious add to a cookie or bread dough
- Rich in fibre (11 %)
- Paper bag 400 g
- Shelf life 10 months





PROVENA Gluten free Chocolate Muffin Mix with Chocolate Chips

- Delicious, oat based muffin mix with 10% chocolate chips
- Milk free, lactose free
- Easy and quick to bake: only add liquid margarine and eggs and stir
- BB 365 days



Provena Glutenfree Oat Bread mix 450 g

EASY!

- No more measuring! One package equals 1 bread or 12 rolls
- Tight, standing bag, does not leak
- Just add water, yeast, fat and salt

DELICIOUS!

- Tasty for everybody!
- Delicious taste and structure as in "normal" bread



HEALTHY!

- Pampers stomach
- Rich in fiber
- Over 60% oats!
- No wheat, no wheatstarch

GUARANTEED QUALITY

- The secret behind Provenas quality products is the unique production process and finnish pure oats

Provena Glutenfree Baking Flour with Oats 450 g

EASY!

- Bake anything with this! Only flour you need.
- Tight package does not leak

DELICIOUS!

- Taste and structure as in normal pastries
- Delicious to everybody



HEALTHY!

- Rich in fiber
- No wheat, no wheat starch

GUARANTEED QUALITY

- The secret behind Provenas quality products is the unique production process and finnish pure oats

Oat is more healthier!



Main ingredient:

OAT

Nutritional value/100g

- Protein 9 g
- Carbohydrates 69 g
- Fat 8 g
- Fiber 22 g

More protein!
Less carbohydrates!

Healthy fat from
oats.



WHEAT STARCH

- Protein 2 g
- Carbohydrates 81 g
- Fat 1 g
- Fiber 4,5 g

Rich in fiber!
Includes
betaglucan, which
lowers
cholesterol. Long
lasting energy!



Thank you!

