



# TOP 5

## REASONS TO ADD OATS TO FOOD AND BEVERAGES



Tirlán



OAT-STANDING™

In today's dynamic market, meeting consumer demands goes beyond just offering a product; it's about addressing consumers' core concerns and preferences.

The health benefits of oat products are widely accepted and scientifically validated. However, oats offer numerous additional advantages that help food and beverage manufacturers meet consumer expectations regarding dietary requirements, sourcing concerns, and taste and texture preferences.

Tirlán's Irish oats boast unique benefits that set them apart from oats grown in other countries.

This brochure outlines the top five benefits of incorporating oat ingredients in food and beverage products.



**CLEAN LABEL**



**NUTRITION**



**TRANSPARENT SOURCING**



**TASTE AND TEXTURE**



**SUSTAINABILITY**



# CLEAN LABEL

Clean labels are more important than ever in the plant-based food and beverages sector. Consumers increasingly seek shorter ingredient lists featuring simple ingredients they are familiar with so they can understand exactly what it is they are consuming.

Oats, as a well-known and natural ingredient, fulfil this criterion, making them a preferred choice for consumers.

**Nearly 70% of consumers said simple, recognisable ingredients influence their purchasing decisions**

**66% of consumer said they're looking for labels with the shortest ingredients lists**

Reference: ADM OutsideVoice



# NUTRITION

Oat flakes are naturally low in sugar, salt, and saturated fats, while being rich in essential vitamins and minerals such as thiamine, phosphorus, magnesium, and zinc. They also provide a good source of digestible protein, with a Protein Digestibility Calculated Amino Acid Score (PDCAAS) of 0.81.

The most notable nutritional components in oats are fibre and beta glucan.

Oats are a practical solution to incorporate into food and beverages to bridge this nutritional gap and offer consumers the digestive and immune health benefits that they are looking for.

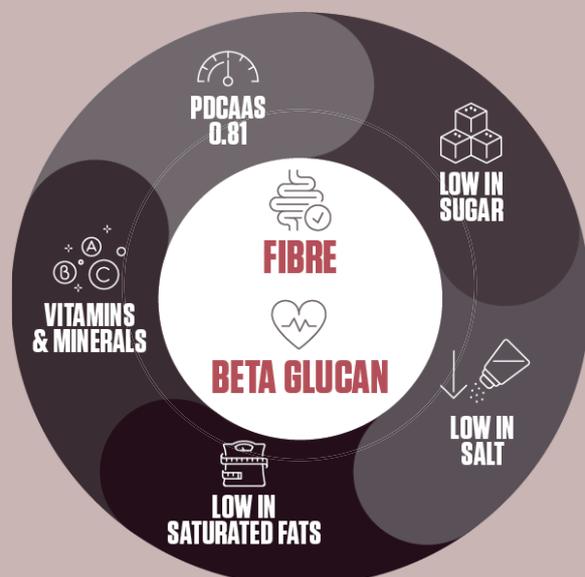
At Tirlán, we have a dedicated nutrition team available to assist manufacturers in achieving nutrition claims for their beverage products, such as "high fibre" or "source of fibre."

**Fibre is an extremely important nutrient for the digestive system and gut health.**

**Beta glucans, a type of fibre found in oats, offer proven health benefits, particularly for heart health. They help regulate blood sugar levels and reduce cholesterol levels.**

Despite recommendations for daily fibre intake ranging from 25–35g/day from country to country, a significant portion of the global population falls short of these guidelines.

Incorporating oats into food and beverages not only enhances nutritional value but also aligns with consumer demands for health-conscious choices.





# TRANSPARENT SOURCING

Brands can help consumers fully understand the ingredients in their product by being transparent about where they source those ingredients. This transparency builds trust and fosters a positive relationship with consumers.

**73% of global consumers indicated they have positive feelings about companies that are transparent about where and how products were made, raised or grown.**

Reference: ADM OutsideVoice

Ireland is renowned for its farming tradition and heritage. As a cooperative, Tirlán maintains long-term, often multi-generational, relationship with growers. Tirlán's Irish oats are sourced from 110 family farms across Ireland providing full traceability.

Each grower works hand in hand with a Tirlán agronomist, to produce the highest quality oats. These oats are nurtured on those family farms, symbolising Tirlán's commitment to both quality and community.

Incorporating Tirlán oats into food and beverages allows manufacturers to share this compelling story of traceability and transparency to consumers, enhancing brand credibility and consumer trust.



# TASTE AND TEXTURE

Great taste remains the top priority for consumers worldwide, and oats excel in delivering a clean, neutral flavour that pairs seamlessly with various tastes across different applications. Tirlán has innovated a diverse range of oat ingredients to cater to diverse taste preferences. For instance, in applications requiring heightened sweetness, manufacturers can utilise Oat-Standing™ Liquid Oat Base, providing a pleasantly sweet taste without added sugars.

Texture plays a pivotal role in consumer satisfaction across food and beverage products. It influences the mouthfeel of beverages and the consistency of baked goods, among other factors. Tirlán's Irish oats offer remarkable versatility in texture, allowing for a spectrum of experiences. Whether it's the smooth creaminess of oat beverages or

the hearty satisfaction of granolas and baked goods, Tirlán's high-quality Irish oats enable manufacturers to achieve desired textures effortlessly.

**“By leveraging Tirlán's oats, manufacturers enhance the overall sensory experience for consumers, meeting their expectations for both taste and mouthfeel.”**

With their natural properties and superior quality, Tirlán's Irish oats elevate products to new heights, ensuring consumer satisfaction and loyalty in every bite and sip.



# SUSTAINABILITY

Consumers are increasingly aware of the environmental impact of the food and beverages they consume. As a result, it has become crucial for manufacturers to leverage the sustainability credentials of their ingredients to enhance the appeal of their products.

Tirlán is deeply committed to sustainability and supports its customers on their sustainability journeys. Tirlán's Living Proof Sustainability Strategy covers five key areas: Carbon Reduction, Regenerative Agriculture, Natural Nutrition, Circular Economy, and Growing Together. This comprehensive approach ensures we are actively working towards a sustainable future environmentally, economically, and socially.

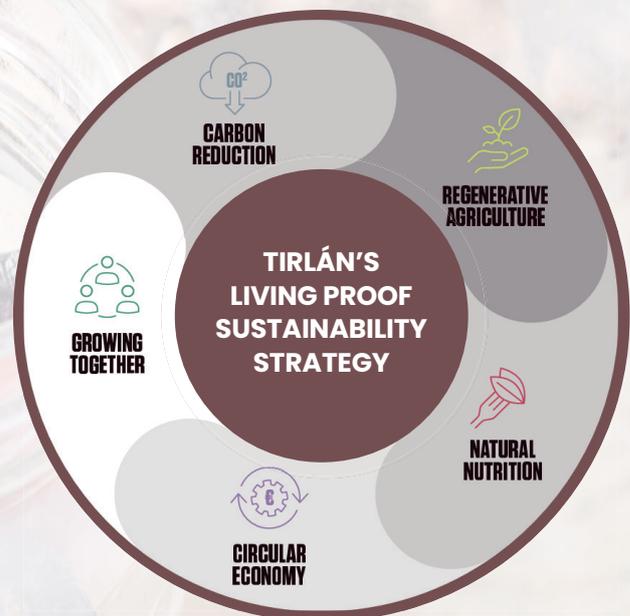
Tirlán, in conjunction with Teagasc, invested in developing a new Life Cycle Assessment model which was used to complete Ireland's first carbon footprint analysis of commercially grown Irish grain, from seed to farm gate.

The research was the first of its kind using a LCA methodology specifically developed for Irish grain on a wide range of crops, including oats. The study found the carbon footprint of Tirlán's Irish oats is very low compared to oats produced in other regions in Europe and North America. The most influential factors impacting the carbon footprint of our oats are good crop nutrition and high yields.

What really sets Tirlán's Irish oats apart from other regions is Ireland's temperate climate with plentiful rainfall, which makes it the perfect environment for growing high yield oat crops. Tirlán oat growers also provide great care to their land to maximise efficiency, leading to higher yields. These higher yields decrease the carbon footprint per kg of oats.

Tirlán's family farms are taking action to further improve these positive results. Through progressive farm management, such as cover crops, crop rotation, straw incorporation, and nutrient management planning, there is potential to hold and increase carbon in the soil, thereby reducing the amount of carbon emissions released into the atmosphere.

By incorporating Tirlán oats into their products, manufacturers can highlight these sustainability efforts, aligning with consumer values and contributing to a more sustainable food system.



## CONCLUSION

By incorporating Tirlán's Irish oat ingredients into your plant-based food and beverages, you not only meet consumer expectations but also contribute to a healthier, more sustainable future. From natural goodness to nutritional excellence and environmental stewardship, our oats encapsulate the values that resonate with today's conscientious consumers.

# OUR PRODUCT PORTFOLIO

Tirlán has an extensive range of oat ingredients. Sourced from Irish family farms, we take great care to guarantee the highest quality of oats - conventional, organic, and gluten-free.

Oats are an excellent source of nutrition and are one of the most promising raw materials for preparation of functional plant-based food or beverage.

Our oat ingredients are boosted by a sustainable and natural positioning that reflects consumer demands.

Our extensive range of oat ingredients can be used in a range of solutions and applications to deliver great-tasting, highly functional and nutritious products.



## OAT PORTFOLIO

### Oats

Available in Conventional, Organic, and Gluten Free



Groats



Steel Cut Oats



Shredded Oats



Jumbo Oat Flakes



Quick Cook Oat Flakes

### Speciality Oat Ingredients



Oat-Standing™  
Oat Flour 710  
(available in gluten free or organic)



Oat-Standing™  
Oat Flour 550  
(available in gluten free)



Oat-Standing™  
Oat Flour 270  
(available in gluten free)



Oat-Standing™  
Functional Oat Flour LV  
(available in gluten free or organic)



Oat-Standing™  
Liquid Oat Base  
(available in gluten free)



#### Get in Touch

To find out more about how Tirlán can support you in developing your solutions, please contact us directly.

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