



PromOat™ named Best Natural Ingredient for Functional Drinks 2011

PromOat™, the oat beta glucan ingredient from Swedish company Biovelop, has been named “Best Natural Ingredient for Functional Drinks” at the 2011 Beverage Innovation magazine awards. The awards, which were held at a special gala evening in Washington DC as part of the 7th InnoBev Global Beverages Summit, attracted more than 150 entries from 22 countries in 16 categories.

PromOat™ beat off strong competition from around the world to triumph in the “Best Natural Ingredient” category and reinforce its fast-growing reputation as one of the most exciting new food and beverage ingredients for many years.

Biovelop’s Director of Sales and Marketing, David Peters, commented: “We are delighted and very proud to receive this prestigious award for PromOat™ from Beverage Innovation and would like to thank the panel of judges for their recognition.”

PromOat™ has been attracting considerable attention in the beverage world since it featured in Marks and Spencer’s Super Juice drink, which is designed to help consumers lower their cholesterol in a natural way. It is also being used by a number of fruit juice, smoothie and dairy manufacturers in products due for launch in the coming months.

“PromOat™ is an especially attractive ingredient for beverage manufacturers, since it provides access to FDA-, EFSA- and Health Canada-approved health claims,” said Peters. “PromOat™ enables them to incorporate the health benefits of oats into a beverage without the oat taste or lumpiness. In the context of an ingredient that is all-natural, clean-label and gluten-free, substantiated health claims and strong functionality are a very powerful combination.”

END

For further information on PromOat™, please visit www.promoat.com or email promoat@biovelop.com

For press enquiries, please contact Sam Houston at The Impact Agency on +44 20 7580 1770 or email sam@impactagency.co.uk