

**Press release – 24/01/11**

**Marks & Spencer Look to PromOat™ Health with the Launch of a New Cholesterol-Lowering Super Juice**

With the season for healthy New Year's resolutions well under way, Marks & Spencer has launched a new Super Juice drink which helps health-conscious consumers to lower their cholesterol. The Red Grape, Blueberry and Blackcurrant Super Juice, which hit shelves in the UK this week, is boosted by the addition of PromOat™, the oat beta glucan soluble fibre ingredient from Swedish company Biovelop AB.

The new drink, which clearly communicates to consumers its cholesterol-lowering properties on-pack, contains 0.75g of oat beta glucan per 300ml serving, thereby providing consumers with 25% of the 3g daily intake of oat beta glucan recommended by the FDA and EFSA for the reduction of cholesterol and subsequent maintenance of healthy cholesterol levels.

David Peters, Director of Sales & Marketing, Biovelop AB, comments;

“For many years now, Marks & Spencer has been at the forefront of developing products which are both healthy and tasty, and their innovative use of PromOat™ in this Super Juice is a fine example of that. PromOat™ has enabled Marks & Spencer to offer their customers a delicious functional beverage with great mouth-feel which they can enjoy on the go, while reducing the ingredients list and ensuring that the product remains entirely natural and clean-label.”

“Raised cholesterol and cardiovascular disease are major health issues affecting societies throughout the world. PromOat™ is a versatile, functional ingredient, which enables the well-recognized health benefits of oats to be incorporated into a broad spectrum of foods and drinks, thereby opening up many exciting opportunities for manufacturers and retailers to help tackle these health issues in a natural way that does not require consumers to alter their eating habits.”

For further information on PromOat™, please visit [www.promoat.com](http://www.promoat.com) or email [promoat@biovelop.com](mailto:promoat@biovelop.com)

**END**

For press enquiries, please contact Sam Houston at The Impact Agency on 020 7580 1770 or email [sam@impactagency.co.uk](mailto:sam@impactagency.co.uk)