

## News Release

Tuesday 16 November 2004

### OAT BRAN HEALTH CLAIM RECEIVES UK AUTHORISATION

The UK Joint Health Claims Initiative (JHCI) has approved the following new health claim for oats:

- “The inclusion of **oats can help reduce cholesterol** as part of a diet low in saturated fat and a healthy lifestyle”.

The health claim comes in response to a petition filed by CreaNutrition AG and Swedish Oat Fiber AB. The totality of the scientific evidence substantiates the generic health claim for oats and reduction of blood cholesterol.

The JHCI set out a series of points to note in their Generic Claim Assessment Report (JHCI/20/04) including the following statements:

\* The claim relates to whole oats, oat bran, rolled oats and whole oat flour. Beta-glucan soluble fibre may serve as a marker for the oat product that is the subject of the claim, when:

- oat bran provides at least 5.5% beta-glucan soluble fibre
- rolled oats provides at least 4% beta-glucan soluble fibre
- whole oat flour provides at least 4% beta-glucan soluble fibre

\* Products carrying the claim should:

- contain at least 0.75 g beta-glucan soluble fibre per serving, or in an amount that is customarily consumed in a day that makes a reasonable contribution to a healthy diet.
- state what constitutes a serving; the amount of beta-glucan soluble fibre provided in each serving, expressed as grams; and the proportion (i.e. ‘quarter’, ‘third’, ‘half’ etc) it contributes to a 3g suggested daily intake in each serving, e.g.
- ‘One 30g serving provides 0.75g of beta-glucan soluble fibre from whole oats, which is one quarter of 3g, the suggested daily intake’.

CreaNutrition – Swedish Oat Fiber develops, produces and sells OatWell® oat bran ingredients and products that are especially rich in beta-glucan, up to 22%. You only need to add 3.4 grams OatWell® oat bran to your products to ensure that there is 0.75 g of beta-glucan per serving.

CreaNutrition offers natural oat bran beta-glucan, promoting healthier food products and combating life style diseases in a natural way. Our marketing concepts are unique solutions helping food manufacturers take good health to heart.

CreaNutrition is extremely pleased that the JHCI in the UK recognises the importance of including oats in the diets of Europeans of all ages to help reduce the risk of coronary heart disease. OatWell® oat bran is extremely easy to incorporate into the diet through products like cereals, bars, bakery goods, pasta, snacks, etc.

It is expected that we will see a wave of new product development incorporating significant quantities of oat bran beta-glucan, designed not only to taste good, but also to deliver heart health benefits to consumers.

For information on the oat bran health claim, visit [www.creanutrition-sof.com](http://www.creanutrition-sof.com) / [www.jhci.org.uk](http://www.jhci.org.uk)

