



OATEIN™

HIGH PROTEIN SNACKS



WHO ARE OATEIN?

Oatein is a healthy protein-snack company with a modern flavour.

We bridge the gap between the hardcore bodybuilding audience of the past and the growing mainstream audience who are enthusiastic about the benefits of delicious protein-rich snacks.

We launched our first product, the Oatein Flapjack, in 2016. Rich in protein, fibre and natural oats. We knew our home baked recipe was something special. The perfect fuel for exercise or as a quick on-the-go snack to keep hunger at bay, our flapjacks became an instant hit propelling the brand onto the world stage.

Built on the passion, acumen and talent of our team and founders, we already know we're onto a winner. Our first years have delivered incredible success and to date, we've sold almost six million deliciously oaty bars.

WHATS SO GOOD ABOUT OATS & PROTEIN?

Between our baker and the team here at Oatein, we have more than 30 years of experience in sports nutrition, supplements and healthy eating. We know that consuming healthy food makes all the difference to your well being.

As a source of low G.I. carbohydrates, oats gradually release energy throughout the day sustaining your blood sugar levels and keeping you feeling full and satisfied all day long.

WHERE IT ALL STARTED.

It all started with our Oatein Flapjacks. High in protein, fibre and containing natural oats, we knew our home baked recipe would be a winner. The perfect fuel for exercise, Oatein Flapjacks will sustain your energy levels whether you're in the gym or hiking to the top of the mountain.

WE DIDN'T STOP THERE.

Our product innovators knew you wanted more from Oatein and so, we've come up with a few delectable snacks for your enjoyment, including Cookies, Brownies, low sugar Protein Bars, Millionaire shortcake along with a fruit and nut bar.

#WELOVEOATS

THE OATEIN FAMILY

Our team believe that healthy, balanced snacks are ideal for anybody regardless of age/gender.

We think the benefits of oats and protein are special. That's why we chose them as the heart of our brand. From the humble beginnings of our original Oatein Flapjacks, we now offer seven product lines. Our latest, the Low Sugar, High Protein bar has received rave reviews and is on its way to become our best selling product.

The heart of Oatein is simple. **Oats + Protein**. The benefits of both ingredients are well documented and key to understanding our target demographics.

The following benefits make Oatein products suitable for athletes, gym goers, health conscious individuals and general consumers looking for healthier alternatives to traditional confectionery.

OATS

-  **PROVEN TO REDUCE CHOLESTROL**
-  **HIGHLY NUTRITIOUS**
-  **RICH IN ANTIOXIDANTS**
-  **SLOW RELEASE ENERGY**
-  **HIGH IN FIBRE**

PROTEIN

-  **IMPORTANT FOR MUSCLE DEVELOPMENT**
-  **AIDS RECOVERY**
-  **SOURCE OF ENERGY**
-  **MAINTAINS HEALTHY HORMONE LEVELS**
-  **IMPROVES BONE HEALTH**



OATEIN HYPE PROTEIN BAR - 60g

Available Flavours: Confetti Cupcake, Chocaholic (Vegan), Milk & Cookies, Salty Caramel, Hazelnutty.



18g
PROTEIN

LOW
SUGAR

ONLY
189
CALORIES



MADE IN THE UK



NUTRITION INFORMATION

Servings per pack: 1 Serving Size: 60g

Energy (kJ/kcal)	838/198	1396/330
Fat	4.2g	7.04g
- of which saturates	2.5g	4.2g
Carbohydrate	23.5g	39.2g
- of which sugars	2.5g	4.2g
- of which polyols	17.1g	28.6g
Fibre	4.7g	7.9g
Protein	17.9g	29.9g
Salt	0.45g	0.75g

INGREDIENTS: Protein Blend [Milk Protein Isolate, Hydrolysed Wheat Protein, Whey Protein Isolate (Emulsifier: Sunflower Lecithin) (Milk), Soy Protein Isolate], White Chocolate with Sweetener [Sweetener (Maltitol), Cocoa Butter, Whole Milk Powder, Emulsifier (Soy Lecithin), Natural Vanilla Flavouring], Strawberry Filling [Humectant (Glycerol), Bulking Agent (Maltitol Powder), Maltodextrin, Oligofructose, Water, Strawberry Puree Concentrate, Gelling Agent (Pectin), Acidity Regulators (Malic Acid, Citric Acid, Trisodium Citrate), Natural Flavourings, Colours (Anthocyanin, Caramel), Firming Agent (Tricalcium Citrate)], Humectant [Glycerine], Soluble Tapioca Fibre, Sweetener [Maltitol Syrup, Sucralose], Water, Oat Flour, Sugar Strands [Sugar, Wheat Starch, Modified Maize Starch, Water, Stabiliser (Instant Acacia Gum), Glucose Syrup, Natural Colouring], Natural Flavouring, Sodium Chloride.

OATEIN NUTTY CRISP - 60g

Available Flavours: Chocolate, Caramel



MADE IN THE UK



NUTRITION INFORMATION

Servings per pack: 1 Serving Size: 60g

Energy (kJ/kcal)	900/216	1500/360
Fat	8.7g	15g
- of which saturates	0.7g	1.2g
Carbohydrate	14g	23g
- of which sugars	11g	19g
Fibre	12g	20g
Protein	15g	24g
Salt	0.75g	1.24g

INGREDIENTS: Dates, Chicory Extract, **Almonds** (18%), **Soya Protein Crisp** (14%)(**Soya Protein Isolate**, Tapioca Starch, Stabiliser: Calcium Carbonate, Salt), **Soya Protein Isolate**, Sunflower Oil, **Oats** (4%), Natural Flavouring (1%), Sea Salt.

OATEIN MILLIONAIRE CRUNCH - 58g

Available Flavours: Salted Caramel (Vegan), Chocolate Orange (Vegan), Hazelnut Caramel



NUTRITION INFORMATION

Servings per pack: 1 Serving Size: 58g

Energy (kJ/kcal)	988/237	1703/408
Fat	12.0g	21.0g
- of which saturates	6.4g	11.0g
Carbohydrate	25.0g	43.0g
- of which sugars	0.20g	0.35g
Fibre	2.4g	4.1g
Protein	15.0g	26.0g
Salt	0.73g	1.25g

INGREDIENTS: Dark Chocolate with Sweeteners (43%) (Cocoa Mass, Sweetener (Maltitol)), Cocoa Butter, Emulsifier (Soya Lecithin), Natural Vanilla Flavouring, Sweetener (Maltitol Syrup), **Soy** Protein Crisps (**Soy** Protein Isolate, Tapioca Starch, Salt), **Soy** Protein Isolate, **Oats**, Rapeseed Oil, Cocoa Butter, Salt, Natural Caramel Flavourings, Natural Caramel Colour, Emulsifier (Soya Lecithin), Sweetener (Steviol Glycosides).

OATEIN COOKIE WITH ADDED CRISPIES - 75g

Available Flavours: Chocolate Chip, Double Chocolate Chip, Salted Caramel, White Choc Celebration



MADE IN THE UK



NUTRITION INFORMATION

Servings per pack: **1** Serving Size: **60g**

Energy (kJ/kcal)	1223/293	1631/390
Fat	9.0g	12.0g
- of which saturates	4.4g	5.9g
Carbohydrate	35.0g	47.0g
- of which sugars	15.0g	20.0g
Fibre	4.1g	5.4g
Protein	15.0g	20.0g
Salt	0.53g	0.70g

INGREDIENTS: **Wheat** Flour (Wheat Flour, Calcium Carbonate, Iron, Niacin, Thiamin), Brown Sugar, **Milk** Protein, Humectant (Vegetable Glycerine), Olive Oil, Hydrolysed **Wheat** Protein, Inulin (Chicory), **Soy** Protein Crisps (5%), Sugar Strands (5%) (White Sugar Strands (Sugar, Wheat Starch, Modified Starch, Water, Stabiliser (Gum Acacia), Glucose Syrup), Beetroot Concentrate, Curcumin, Chlorophyll, Mixed Carotenes, Anthocyanin), White Chocolate Chips (4%) (Sugar, Cocoa Butter, **Milk** Powder, Emulsifier (**Soy** Lecithin), Flavouring), **Oat** Flakes (1%), Flavouring.

OATEIN LOW SUGAR FLAPJACKS - 40g

Available Flavours: Cherry Bakewell, Chocolate Chip, Cookies & Cream.



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NUTRITION INFORMATION

Servings per pack: 1 Serving Size: 40g

Energy (kJ/kcal)	1388/332	555/133
Fat	8.3g	3.3g
- of which saturates	1.1g	0.44g
Carbohydrate	43g	17g
- of which sugars	4.6g	1.8g
- of which polyols	20g	8g
Fibre	2.5g	1g
Protein	27g	10.8g
Salt	0.80g	0.32g

INGREDIENTS: Oats (Jumbo Oats, Toasted Oats (Oats, Palm Oil, Honey)), Milk Protein, Maltitol, Vegetable Glycerine, Hydrolysed Wheat Protein, Date Paste, Pea Protein, Flavouring, Salt.

OATEIN BROWNIE - 60g

Available Flavours: Cookies & Cream



MADE IN THE UK



NUTRITION INFORMATION

Servings per pack: **1** Serving Size: **60g**

Energy (kJ/kcal)	1739/416	1044/250
Fat	14.5g	8.7g
- of which saturates	5.9g	3.5g
Carbohydrate	40.9g	24.5g
- of which sugars	7.6g	4.6g
Fibre	3.3g	2g
Protein	29g	17g
Salt	0.36g	0.22g

INGREDIENTS: Milk Protein, Vegetable Glycerine, **Oat** Flour, Glutamine Peptide (**Wheat**), Maltodextrin, White Chocolate Chips (9%) (Sugar, Cocoa Butter, **Milk** Powder, Emulsifier [**Soy** Lecithin], Flavouring), Vegetable Oil (Palm, Rapeseed), Toasted **Oats** (8%) (**Oats**, Sugar, Honey, Palm Oil), **Soy** Protein, Cocoa Powder, Water, **Oat** Flakes (2%), Raising Agents (Sodium Bicarbonate, Cream of Tartar), Flavouring, Sweetener (Sucralose).

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