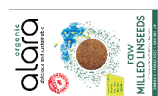




HAVE
YOU TRIED?



organic
alara
delicious and sustainable
OAT BRAN



HAVE
YOU TRIED?

organic OAT BRAN

100% ORGANICALLY
GROWN INGREDIENTS:

Oat Bran

ALLERGY ADVICE

For allergens,
see ingredients in **bold**.

Produced in an environment that
handles milk, nuts, peanuts, soya,
gluten, SO₂ and sesame seeds.

NUTRITION

Typical values as sold per 100g		
Energy	1543kJ/368kcal	
Fat	9.4g	
of which saturates	1.6g	
Carbohydrate	47.8g	
of which sugars	1.2g	
Fibre	16.1g	
Protein	14.9g	
Salt	<0.01g	
Iron	30%* 4.24mg	
Thiamin	46%* 0.64mg	
Riboflavin	25%* 0.04mg	

*RDA

The salt content is entirely from
naturally occurring sodium.
Contains naturally
occurring sugars.

SERVING SUGGESTIONS

Sprinkle over breakfast
cereal, porridge, yogurt,
dessert, add to smoothies or
use when baking.

650g e

Store in a cold, dry place and
after opening fold down the inner
bag to keep contents fresh.

For best before see the
base of the pack.

organic
alara
delicious and sustainable



✓ NET ZERO
CARBON

✓ High
SOLUBLE FIBRE

✓ MICRONUTRIENTS

✓ BETA-GLUCAN

OAT BRAN

The goodness of oats, intensified

ORGANIC • GMO FREE

CONTAINS BETA-GLUCAN SHOWN TO REDUCE CHOLESTEROL

HEALTHY DIET

SUITABLE FOR VEGANS • SUPPORTS ACTIVE LIFESTYLE

If you've got any questions, thoughts or queries we'd love to hear from you!
Email us: feedback@alara.co.uk

The cardboard of this box is made from sustainably sourced wood
in an ISO 14001 certified company. **Please recycle this box!**



FOR POSITION ONLY

Tasty without compromise.

You told us you wanted
great taste, good stuff
for your body and
the planet looked after.
Here it is. Delicious,
sustainable, organic
Alara. We think it
is how food should be.
Come and join us.



Alex Smith started Alara
in 1975 with just £2. He
is the pioneer of natural
and organic food in
the UK and has been
actively involved in many
organisations and projects
promoting sustainability.

In 1975 Alex created the
first recipe for muesli
without added sugar.
In 1988 Alara was the first
cereal company in
the world to be certified
Organic. In 2008 we
became the first food
company in the UK with
Zero Waste, nothing goes to
landfill from our factory.

We've never compromised
our values and these and
many other 'firsts' are
part of our commitment
to creating delicious
sustainable pure foods,
and to inspire.

If you are inspired, please
share our story with your
friends and family. Together
we can make a difference.



[instagram.com/alara.cereals](https://www.instagram.com/alara.cereals)
[facebook.com/AlaraCereals](https://www.facebook.com/AlaraCereals)
[twitter.com/AlaraCereals](https://www.twitter.com/AlaraCereals)
www.alara.co.uk

organic OAT BRAN

delicious and nutritious

Our delicious oat bran is
abundant in soluble and insoluble
dietary fibre promoting digestive
wellness.



Oat beta-glucans has been shown to
lower blood cholesterol levels, which
helps in maintaining healthy heart.

Bran is the better part of wholegrain
and there is strong evidence
suggesting that people with a healthy
heart tend to eat more wholegrain
foods as a part of a healthy lifestyle.

DO YOU CARE ABOUT THE FUTURE?

If you persevere with using sustainable products instead of unsustainable alternatives,
you, together with all other caring people, will help to win a better future for all.



Alara has gone plastic free! This is another first in our journey
towards sustainability. The inner film bag in all our products is made
of cellulose and is home compostable, just dispose it in your compost
heap; in landfill, it will biodegrade. The box is made of sustainably
sourced cardboard and is fully recyclable.

WHY ORGANIC?

There are lots of reasons to choose organic food.
www.alara.co.uk/whyorganic



Bursting with essential vitamins,
minerals, antioxidants and a good
source of protein, our organic oat
bran is a nutrient-rich addition to
a balanced diet.

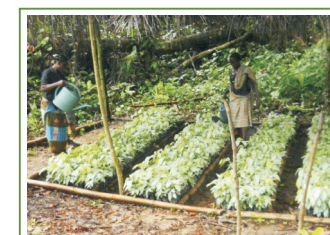


NET ZERO CARBON
Embedded Carbon
61g per 100g



We fully off-set CO₂ by
donating to Rainforest Saver
They transition farmers in rainforests
from traditional "slash and burn" farming,
which is damaging forest and releases
CO₂ to permanent farming using
nitrogen fixing Inga alley cropping,
which sequesters CO₂.

Visit www.rainforestsaver.org



Ingredients sourced from various countries
Produced with care in the UK by Alara, 108-112 Camley Street, London, N1C 4PP
EU: Alara, ul. Obr. Wybrzeze 8A/69 80-398 Gdansk, Poland