



INTRODUCING
**OVERNIGHT
OATS**



Our Story started over 60 years ago with a small shop owned by the Woods family in rural Northern Ireland.

Since then Linwoods has developed greatly, gaining over 20 years' experience in the bakery & dairy industry, before evolving into a leading manufacturer of health foods.

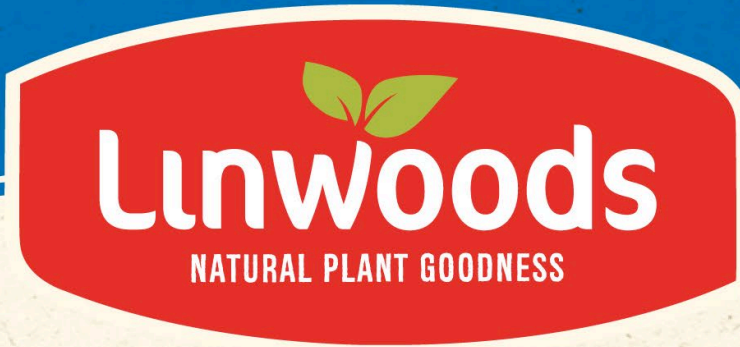
Linwoods innovative processes of cold milling & sprouting seeds and grains for maximum nutrition has enabled us to create an award winning range of health food products which is exported worldwide.

Linwoods is now in its third generation of the founding family with Patrick Woods, recently taken over the mantle as Managing Director. As part of this transition Patrick has cemented the company's purpose.



<https://youtu.be/i2l4QD5SG9A>

BRAND STORY



OUR PURPOSE

To enhance people's health and wellbeing, helping them feel great everyday by providing sustainable healthy food.

OUR VISION

To build a Linwoods community of millions of advocates by being the thought leader in health food, supporting people to live better and healthier lives.

TESCO

Sainsbury's

Holland & Barrett



Waitrose

ocado

Nisa



DUNNES STORES



SuperValu
Real Food, Real People

ASDA

WHERE YOU WILL FIND US

GREAT DAYS START HERE!



OVERNIGHT OATS

**MORNING RUSH?
ZERO FUSS!**

**Rise & Shine with
Less Prep Time!**



LINWOODS OVERNIGHT OATS

Linwoods NEW plant-based OVERNIGHT OAT blends are a delicious and convenient way to start your morning. The blend combines oats, chia seeds, protein, and vitamins in a hassle-free breakfast that takes minutes to prepare. Just add your favorite milk to the blend overnight and wake up to a nutritious and satisfying breakfast.



INNOVATION - THE BIG IDEA 

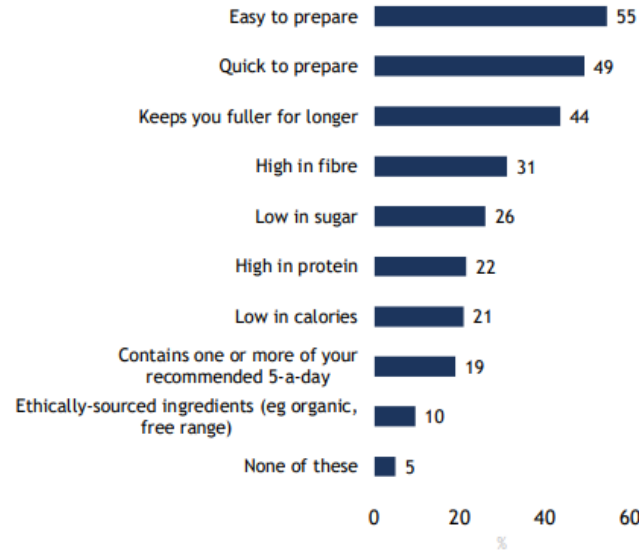
“Convenience remains a key selling point...being easy to prepare and quick to prepare are still the qualities deemed most important for this meal.”



Mintel 2022 – Breakfast Eating Habits UK

FIGURE 5: QUALITIES IMPORTANT WHEN CHOOSING BREAKFAST, 2022

“Which of the following qualities are most important to you when choosing food to eat for breakfast (either in or out of home)?”



Base: 1,887 internet users aged 16+ who eat breakfast
Source: Kantar Profiles/Mintel, February 2022



2023 SOCIAL MEDIA TRENDS



#overnighttoats

2.2B views

#overnighttoatsrecipe

286M views



Instagram

#overnighttoats

1.1M posts

#overnighttoatsrecipe

70K posts

WHY OVERNIGHT OATS?

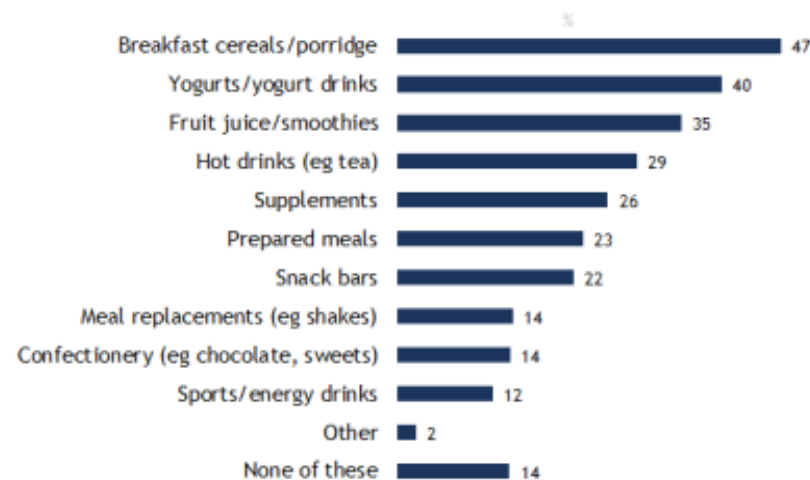
Breakfast meals including
oats & cereals are the leading
food occasion when looking
for health benefits in
consumers diets.



Mintel 2022 – Attitudes towards healthy eating – UK

FIGURE 7: FOOD/DRINK PEOPLE WOULD BE MOST LIKELY TO CONSUME IF LOOKING FOR FUNCTIONAL BENEFITS/ADDED HEALTH CLAIMS, 2021

"Which of the following would you be most likely to eat/drink if looking for functional benefits/added health claims? Please select up to 5."



Base: 2,000 internet users aged 16+

Source: Kantar Profiles/Mintel, December 2021

WHY FUNCTIONAL OVERNIGHT OATS?

“When shopping protein rich foods, **taste** continues to be the **strongest driver in purchasing decisions**, followed closely by **natural ingredients**.”



Kerry – The Protein Mindset 2021 UK (Kerry 2021)

“**A boost to my energy levels**’ is amongst the top benefits consumers would ideally like from their diet.”



Mintel 2022 – Attitudes towards healthy eating – UK



2023 SOCIAL MEDIA TRENDS



#highprotein
6.5B views
#energyfood
4.3M views



Instagram

#highprotein
2.3M posts
#proteinoats
138K posts
#energyfood
160k posts

WHY PROTEIN & ENERGY?

“Chocolate flavour &
Strawberry flavour
are the best selling
flavours in breakfast”



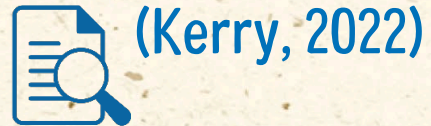
[Kerry 2023 – Taste and Nutrition Charts Europe](#)



WHY STRAWBERRY & CHOCOLATE?

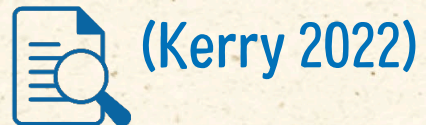
‘Young actives- holistic outlook’ which are
Generations z (18-25) and millennials (26-40)

include athletic performance, social life, education and work.

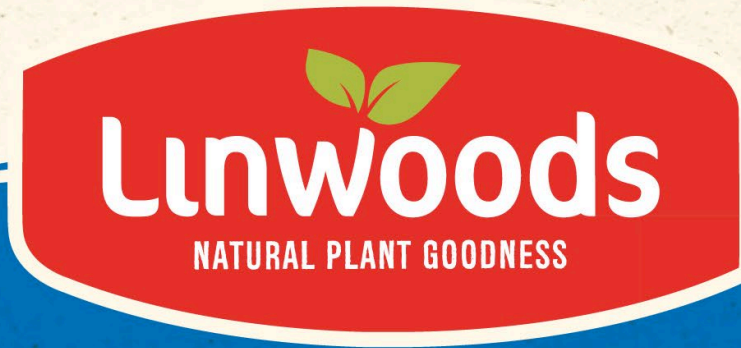


Formulating products that appeal to
active lifestyles as well as health maintenance

can meet the needs of consumers in this age group.



WHO ARE WE TARGETING?



LINWOODS OVERNIGHT OATS



GREAT DAYS START HERE!

The overnight oats range consists of:

- **Strawberry Overnight Oats** delivers energy supporting nutrients through Vitamins B6 and B12. These B vitamins support energy yielding metabolism and tiredness reduction.
- **Chocolate Overnight Oats** is high in plant-based protein for muscle growth and provides magnesium which combats tiredness and fatigue and supports muscle function.
- **Original Overnight Oats** provides the creamy taste of traditional oats, giving you the option to enjoy as is or customise your oats with whatever toppings you prefer whilst also adding those energy supporting B Vitamins.



CONVENIENT



PLANT BASED



VEGAN



NATURAL



HFSS COMPLIANT



CLEAN LABEL

OVERNIGHT OATS RANGE



FRONT OF PACK

Easy to open and reseal for freshness

Our OVERNIGHT OATS set you up for the day ahead.

Just add milk, chill overnight, then wake to a TASTY BURST OF NATURAL, NUTRITIOUS GOODNESS, with ENERGY-SUPPORTING VITAMINS, FIBRE and OMEGA 3.

GREAT DAYS START HERE!

SOAK

1 Simply soak 50g of oats with 100ml of your favourite milk and stir

CHILL

2 Cover and leave in the fridge overnight

ENJOY

3 Add your favourite toppings or just grab and go

ENERGY
Vitamin B6 and Vitamin B12 contribute to normal energy-yielding metabolism.

TIREDNESS REDUCTION
Vitamin B6 and Vitamin B12 contribute to the reduction of tiredness and fatigue.

MENTAL PERFORMANCE
Vitamin B5 (Pantothenic acid) contributes to normal mental performance.

MUSCLE FUNCTION
Magnesium contributes to normal muscle function.

LINWOODS. A blend of gluten free oats and chia (*Salvia hispanica*) seeds with B-vitamins.

INGREDIENTS: Gluten free oats (89.8%), chia (*Salvia hispanica*) seeds (10%), quinoa sprouts rich in natural B-vitamins.

ALLERGY ADVICE: For allergens see ingredients in bold. May contain sesame seeds, mustard, nuts and soya.

Suitable for vegetarian, vegan and gluten free diets.

NUTRITIONAL VALUES

	Per 100g	Per 50g	Per 100g	RI%	Per 50g	RI%
Energy (kJ)	1640kJ	820kJ				
Energy (kcal)	390kcal	195kcal				
Fat	10g	5.2g				
Of which: Saturates	1.5g	0.8g				
Monounsaturates	3.0g	1.5g				
Polysaturates	5.2g	2.6g				
Carbohydrate	53g	26g				
Of which: Sugars	0.3g	0.2g				
Fibre	8.8g	4.4g				
Protein	17g	8.7g				
Salt	0.11g	0.06g				
Thiamine (Vitamin B1)			0.67mg	51%	0.34mg	28%
Niacin (Vitamin B3)			0.86mg	61%	0.43mg	31%
Biotin (Vitamin B7)			1.4µg	58%	0.72µg	29%
Pantothenic acid (Vitamin B5)			15µg	30%	7.5µg	15%
Magnesium			2.2mg	35%	1.1mg	18%
Copper			130µg	35%	65µg	17%
Rx-Reference Intake			0.47mg	47%	0.24mg	24%
Beta Glucan			2.4g		1.2g	
Omega 3			1.7g		0.9g	
Alpha-linolenic Acid (ALA)						

STORAGE INSTRUCTIONS: Store in a cool dry place. Consume within 45 days and best before end date. It's important to maintain a varied and balanced diet and active lifestyle.

GET IN TOUCH
linwoodshealthfoods.com
customer.services@linwoods.co.uk

or connect with us

Produce by LINWOODS, 150 Monaghan Road, Armagh, Northern Ireland, UK, BT60 4EZ.

Importer: John Woods Linwoods Limited, Unit 5b-5h Fingal Bay Business Park, Ballyragan, Co Dublin, Ireland.

LINWOODS is a registered trademark of John Woods (Lisginy) Ltd.

CONCE-EN-300G-R: V1
Pack contains 6 x 50g servings.
300ge

GLUTEN FREE
OATS-GR-001-001

LDPE

5 016887 007280

SCAN ME for more delicious oaty inspo!

Easy to open and reseal for freshness

Our OVERNIGHT OATS set you up for the day ahead.

Just add milk, chill overnight, then wake to a TASTY BURST OF NATURAL, NUTRITIOUS GOODNESS, with PLANT-BASED PROTEIN, FIBRE, OMEGA 3 and MINERALS.

GREAT DAYS START HERE!

SOAK

1 Simply soak 50g of oats with 125ml of your favourite milk and stir

CHILL

2 Cover and leave in the fridge overnight

ENJOY

3 Add your favourite toppings or just grab and go

MUSCLE GROWTH
Protein contributes to the growth and maintenance of muscle mass.

TIREDNESS AND FATIGUE
Magnesium contributes to the reduction of tiredness & fatigue.

MUSCLE FUNCTION
Magnesium contributes to normal muscle function.

CHOLESTEROL LEVELS
Omega 3 (ALA)* contributes to the maintenance of normal blood cholesterol levels.

LINWOODS. A blend of gluten free oats, chia (*Salvia hispanica*) seeds, soy protein and cocoa powder.

INGREDIENTS: Gluten free oats (65%), soy protein powder (11%), chia (*Salvia hispanica*) raw cane sugar, cocoa powder (2%), cocoa chocolate drops (cocoa mass, cocoa chocolate drops contains cocoa solids 72% minimum).

ALLERGY ADVICE: For allergens see ingredients in bold. May contain sesame seeds, mustard and nuts.

Suitable for vegetarian, vegan and gluten free diets.

NUTRITIONAL VALUES

	Per 100g	Per 50g	Per 100g	RI%	Per 50g	RI%
Energy (kJ)	1638kJ	819kJ				
Energy (kcal)	389kcal	195kcal				
Fat	9.9g	4.9g				
Of which: Saturates	2.4g	1.2g				
Monounsaturates	2.5g	1.3g				
Polysaturates	4.9g	2.5g				
Carbohydrate	49g	24g				
Of which: Sugars	9.7g	4.9g				
Fibre	6.4g	3.2g				
Protein	11g	5.5g				
Salt	0.40g	0.20g				
Beta Glucan			2.1g		1.1g	
Omega 3			1.8g		0.9g	
Alpha-linolenic Acid (ALA)						

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OATS-GR-001-001

LDPE

5 016887 007266

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MUSCLE FUNCTION
Magnesium contributes to normal muscle function.

LINWOODS. A blend of gluten free oats and chia (*Salvia hispanica*) seeds with B-vitamins and strawberry flavour.

INGREDIENTS: Gluten free oats (78.5%), chia (*Salvia hispanica*) seeds (10%), coconut palm sugar, beetroot powder, quinoa sprouts rich in natural B-vitamins, natural flavouring.

ALLERGY ADVICE: For allergens see ingredients in bold. May contain sesame seeds, mustard, nuts and soya.

Suitable for vegetarian, vegan and gluten free diets.

NUTRITIONAL VALUES

	Per 100g	Per 50g	Per 100g	RI%	Per 50g	RI%
Energy (kJ)	1514kJ	757kJ				
Energy (kcal)	363kcal	181kcal				
Fat	8.4g	4.2g				
Of which: Saturates	1.2g	0.6g				
Monounsaturates	2.3g	1.2g				
Polysaturates	4.9g	2.5g				
Carbohydrate	62g	31g				
Of which: Sugars	9.4g	4.7g				
Fibre	7.7g	3.9g				
Protein	11g	5.5g				
Salt	0.09g	0.05g				
Thiamine (Vitamin B1)			0.67mg	51%	0.34mg	28%
Niacin (Vitamin B3)			0.86mg	61%	0.43mg	31%
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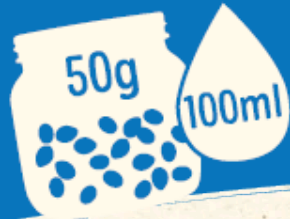
5 016887 007273

SCAN ME for more delicious oaty inspo!

BACK OF PACK

EASY TO PREPARE

SOAK



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CHILL



2 Cover and leave in the fridge overnight

ENJOY



3 Add your favourite toppings or just grab and go!





ENERGY

Vitamin B6 & Vitamin B12
contribute to normal
energy-yielding metabolism



MENTAL PERFORMANCE

Vitamin B5 (Pantothenic Acid)
contributes to normal mental
performance



TIREDNESS REDUCTION

Vitamin B6 & Vitamin B12
contribute to the reduction of
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MUSCLE FUNCTION

Magnesium contributes to
normal muscle function

ENERGY OVERNIGHT OATS



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MUSCLE FUNCTION

Magnesium contributes to
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ENERGY OVERNIGHT OATS



MUSCLE GROWTH

Protein contributes to the growth and maintenance of muscle mass



MUSCLE FUNCTION

Magnesium contributes to normal muscle function



TIREDNESS AND FATIGUE

Magnesium contributes to the reduction of tiredness and fatigue



CHOLESTEROL LEVELS

Omega 3 (ALA)** contributes to the maintenance of normal blood cholesterol levels

PROTEIN OVERNIGHT OATS



THANK YOU



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