

PRESSRELEASE

White's Expands Breakfast Portfolio with Launch of Gluten Free Oat Flakes

White's Oats, Ireland's largest oat miller and breakfast cereal producer, has announced its entry into the free-from category with the launch of White's Gluten Free Oat Flakes.

The launch reflects White's continued commitment to developing oat-based products that meet evolving consumer needs, without compromising on taste or nutrition, and further strengthens its established portfolio of porridge and organic oats, instant oats and granolas including its recent protein boosted oats and real fruit porridge innovations.

Made with 100 percent gluten free oats and certified by the Coeliac Society of Ireland, White's Gluten Free Oat Flakes offer reassurance around quality, safety and consistency. Naturally high in beta glucan soluble fibre, known to help lower cholesterol, the product contains no added sugar and delivers White's signature creamy taste.

Danielle McBride, Marketing Manager at White's Oats, said:

"We developed this product in response to growing consumer demand for a trusted gluten free breakfast option. This launch strengthens White's portfolio of oat-based products while broadening choice for shoppers who avoid gluten for medical or lifestyle reasons.

"According to the Coeliac Society of Ireland, an estimated 100,000 people are living with coeliac disease, with a further 450,000 who are gluten intolerant. Despite this, choice within the gluten free category can often be limited in terms of flavour and variety. Our gluten free oat flakes will bring the quality and taste White's is known for into the free-from aisle."

The product is packaged in a fully recyclable 400g caddy with a resealable lid, designed to maintain freshness while supporting White's ongoing commitment to more sustainable packaging solutions.

This latest innovation follows White's investment in a second manufacturing facility in Moy, Co. Armagh, increasing production capacity and capability in response to strong market growth and continued innovation across the range. Further gluten free product development is also scheduled to roll out later this year.

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