Oat® services

ADVANCING OAT TECHNOLOGY

Presented by <insert name>

About Us

“Oat Services Ltd is an ethical customer-focused company specialising in the research and development of market applications for the cereal crop oats from food through to cosmetic and industrial applications.”

– Cark Maunsell (CEO)

Areas of Expertise

Cosmetics

Advanced Foods

Industrial

Oat services

Oat Services

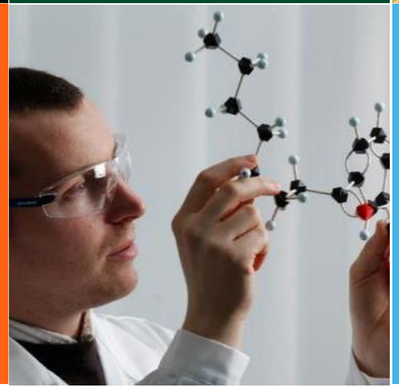
Our Values

Ethical

Accountable

Quality

Innovative



Relationships

Oat Focus

What is the Oat?

Growing Regions

Temperate regions. Grows well in countries with cool, wet summers.

Health

High content of essential nutrients.

Heritage

Traditionally European, Oats were first discovered in 3000 B.C.

Capacity to Deliver

Not grown in the same capacity as other crops, so potential for expansion.

Key Locations and Partners

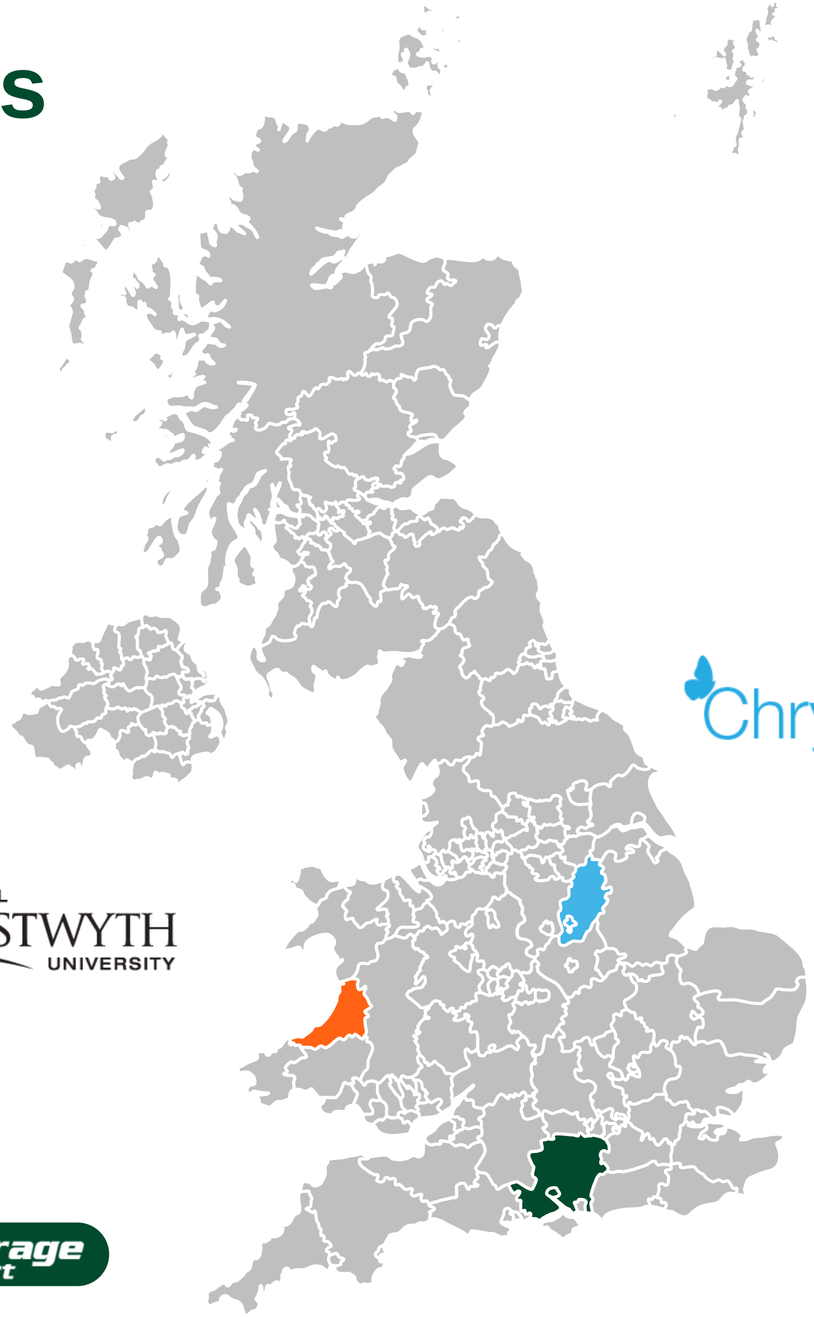
Southampton Science Park

HQ

Located on the University of Southampton Science Park.

Male

Female



Chrysalis health & beauty

PRIFYSGOL ABERYSTWYTH UNIVERSITY

Southern Storage and Transport

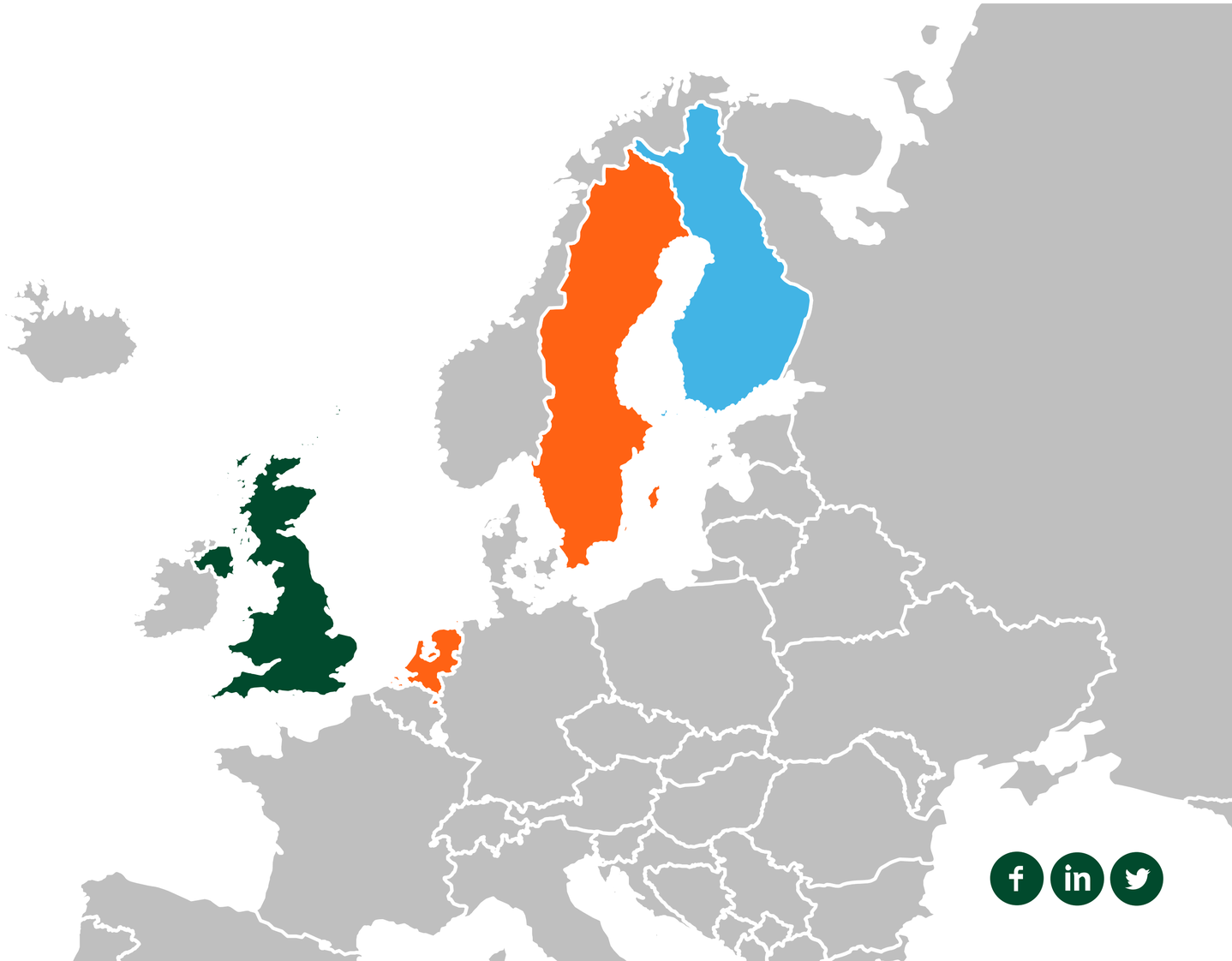
Oat services

Key Locations and Partners

Oat Oils and powdered extracts are manufactured in Sweden. Packaged in the Nederlands.

Colloidal Oatmeal is manufactured in Finland. Consultant Oat scientists based here also as well as VTT.

Oat HQ, order shipping and processing undertaken in the UK.



Oat Services

From Field to Face

Field

Supply Chain

Manufacturing

Formulation

Full Ingredient Traceability

1 Genetics, variety and plant management. Working closely with farmers to ensure correct practices and best quality oats.

2 Close partnership with our supply chain to provide the highest levels of quality, traceability, safety and sustainability.

3 Innovative approach to new products, patented technology, improvement and consistency.

4 Superior end products for cosmetics, industrial and advanced food markets.

Oat services

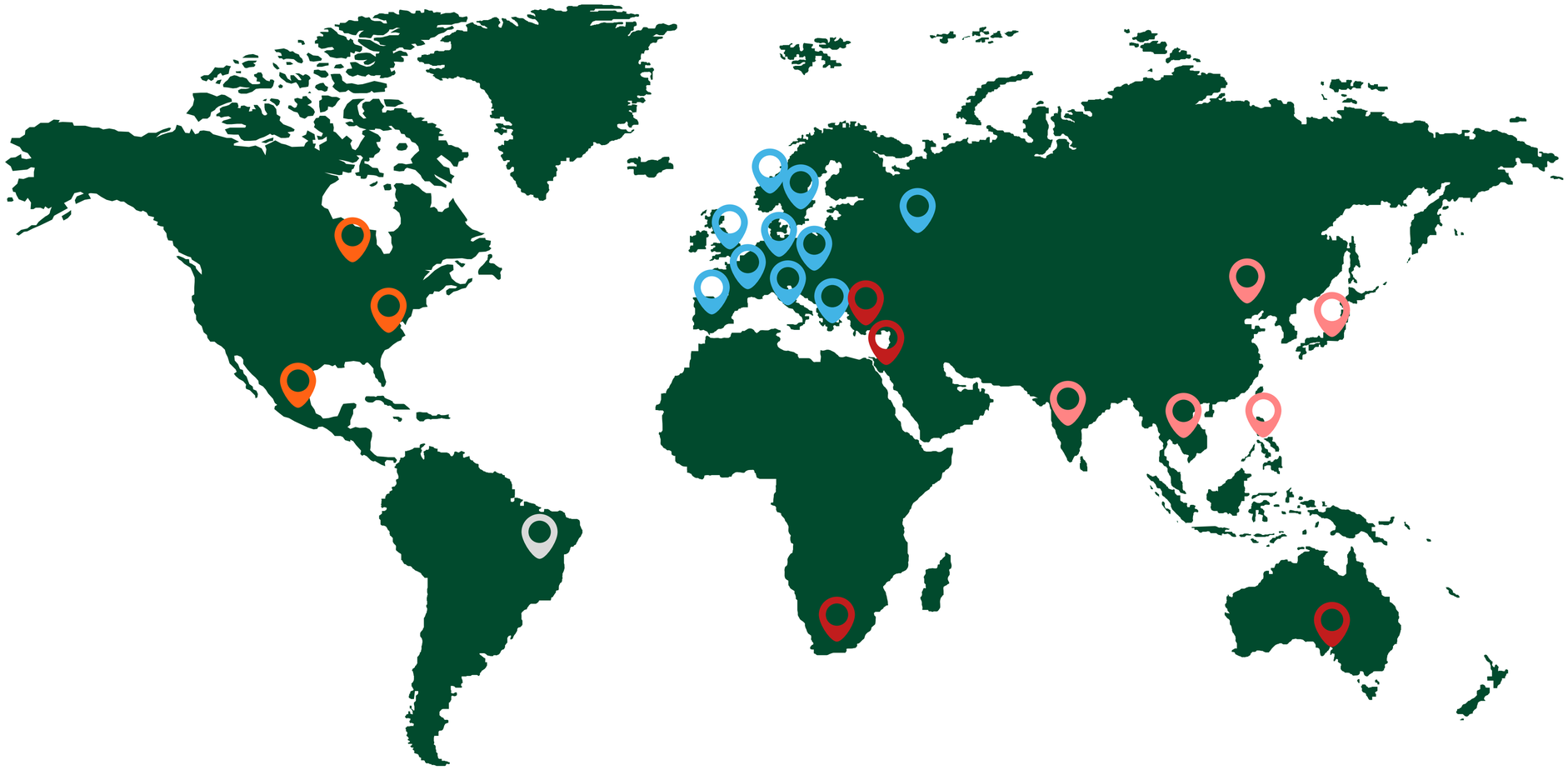
Oat Cosmetics

Cosmetics

Oat services

Oat Services

Worldwide Distributor Network



North America
Canada, Mexico and USA.

South America
Brazil

Europe
Austria, Belgium, Bulgaria, Czech republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Netherlands, Norway, Poland, Portugal, Russia, Slovenia, Spain, Sweden and UK.

Asia
China, India, Japan, South Korea, Philippines and Thailand.

Rest of the World
Australia, Israel, South Africa and Turkey.

Oat® services

Oat Services

Distributor Sales and Marketing Support

Social Media

Regular promotion of ingredients and partners on social platforms.

Event Support

Support provided for local and internation events and exhibitions.

Marketing Contact

Dedicated marketing contact within Oat services.

Joint Customer Visits

Dedicated sales visits to support face-to-face customer meetings.

Literature and PR

Supporting documentation and bespoke literature provided.

Samples and Formulations

Supply of ingredient samples and on-trend formulations.

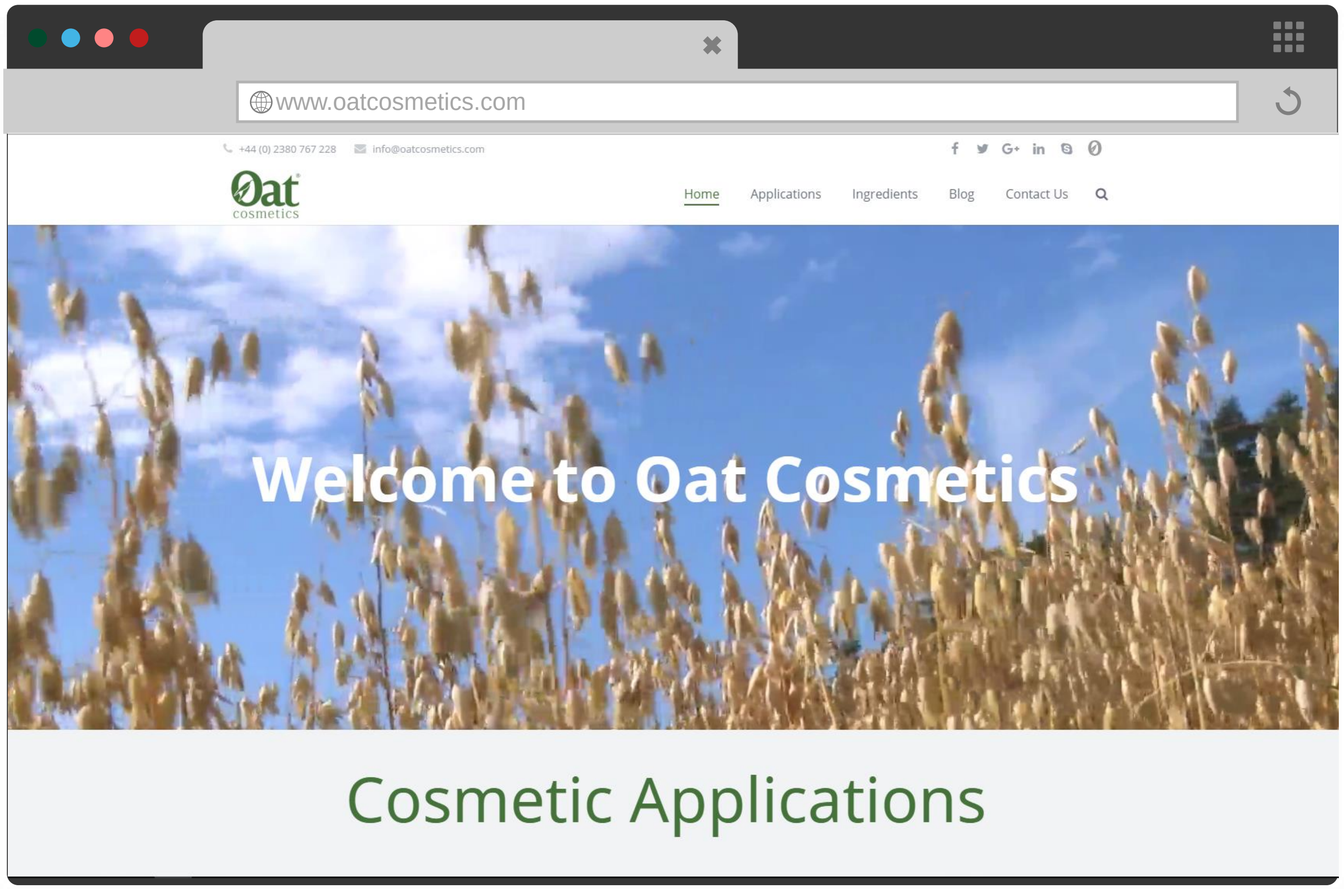
Oat Services

Online Audience

Lead Generation

Website launched in 2016 helps raise the profile of Oats globally. Leads and enquires are passed directly to distributor sales teams. Links made directly to distributor websites, trends, blogs and positioning constantly being updated and the site is multilingual.

An active Mintel subscription allows us to track products release, market trends and new product launches. This information is shared with distributors to enhance marketplace knowledge and sales.



Oat Services

The Oat Team

Cark Maunsell
Managing Director

Nigel Freer
Non-Executive Director

James Daybell
Marketing Manager

Cara Dewis
Marketing Manager

Rebecca Harris
Marketing Executive

Angus Robertson
Business Development Manager

Victoria Sherwood
Quality and Logistics

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THANK YOU