



16 February 2007

**PATERSON'S HAVE GONE BANANAS WITH
ORANGUTAN FRIENDLY OATCAKE RANGE**

**Paterson's standard oatcake range is the skinniest on the market –
less than 3% saturated fat**

Paterson's Oatcakes are the fastest growing range of branded oatcakes and the healthiest on the market. Not only do they feature less than 3% saturated fat but the range of eight popular Oatcake varieties are also palm oil free and environmentally friendly!

The latest addition to the range is the new spicy Cheese & Mild Chilli Oat Bites launched last year. Spicing up the market, these new award-winning baked Cheese & Chilli bites offer the perfect snack, canapé and lunchtime treat with five individually wrapped bags per carton. Each bag contains approximately 12 bites.

With over 100 years' experience of making Oatcakes, Paterson's took steps to eliminate palm oil from its entire Oatcakes range five years ago to take into consideration key health and environmental factors. Palm oil is high in saturated fat and as a result of this move, Paterson's palm oil free Oatcakes contain less than 3% saturated fat* – more than 17% less than the nearest branded low-fat alternative.

The other benefit of using olive oil over palm oil is its impact on the environment. Palm oil is currently available in one in ten supermarket products and palm oil harvesting is one of the fastest-growing industries in the world. However, to meet the demand, vast swathes of indigenous forest land in Asia continue to be destroyed leading to the displacement of native tribes and the severe depletion of the orang-utan population – over 5,000 are killed every year and the species is dangerously under threat.

Paterson's has adopted an orang-utan and makes monthly donations to the WWF. The Company has also taken out a lifelong membership of the UK Orangutan Foundation and is featuring orang-utan stickers on-pack with information on the Foundation on pack from March 2007 as part of a redesign. Additional information is listed on Paterson's bespoke oats website, www.wildaboutoats.com.

Recommended by Scottish Slimmers, Paterson's Oatcakes range includes traditional oatcakes and more contemporary flavours and shapes.

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Debbie Ballach, Paterson's marketing manager, commented: "Oats are a well-known nutritious, low GI food, making them an ideal snack for those watching their waistline. The introduction of olive oil across the Paterson's range has further improved the health credentials of our range by reducing the saturated fat content by over 50%. Not only that, olive oil helps keep cholesterol levels down, digestive systems working smoothly and hearts healthy."

The Cheese & Mild Chilli Oat Bites are stocked in Tesco nationwide, Sainsbury's, Morrisons and Waitrose from RRP 99p per pack. The other Oatcakes products are available in selected multiples, independents and food chains across the UK. For more information, call Paterson Arran on 01506 431031.

Notes to Editors:

- * Paterson's Oatcakes grew at 37.8% (Oct 04-05), the market grew by 24.7% - new figures due out next week
- * Paterson's Cheese & Mild Chilli oat bites feature 5.9% (per 100g) sat fat content due to the cheese content. The rest of Paterson's oatcakes feature less than 3% (per 100g)

The range features:

- Cheese & Mild Chilli Oat Bites (150g) – the ideal snack or sharing food. Oat Bites won a Silver award at the Great Taste Awards 2006
- Scottish Oatcakes (300g) – Traditional favourite of oatcake fans
- Rough Oatcakes (300g) – rougher, crunchier texture than the Scottish oatcakes
- Bran Oatcakes (300g) – made with wheat bran for a sweet, malty taste
- Cracked Black Pepper Oatcakes (300g) – a touch of the Mediterranean
- Organic Oatcakes (250g) – only certified organic ingredients used
- Triangle Oatcakes (150g) – thicker, square-cut oatcakes that break into triangles
- Mixed Herb Oatcrackers (150g) – rectangular for perfect dip-ability! Now in a new redesigned 150g carton

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