

# New 'Oat Noodles' Product Opportunity Exclusive IP assets for a new versatile "healthy eating" product on offer



Australian Export Grains Innovation Centre

## WHAT IS THE OPPORTUNITY?

An opportunity exists for a food manufacturer, food brand owner or food investor group, to expand their healthy plant-based product offering across multiple regions.

AEGIC is seeking expressions of interest (EOI) regarding access to new product IP through its [EOI Lodgement Platform](#).

The Intellectual Property on offer relates to a 100% wholemeal oat noodle product made from Australian oats. Australian oats are high in beta glucan, offering superior health benefits over traditional noodle products.

This technology moves oats beyond a product eaten at breakfast into an option for lunch, dinner and snacks.

This innovative processing technology (new processing and product manufacturing "know-how") overcomes technical challenges to improve processing and lengthen shelf-life, and to increase sensory and nutritional qualities of the oat noodle product compared to existing products in the market.

AEGIC is an independent, not-for-profit company established in 2012. AEGIC specializes in early-stage R&D and pilot scale food innovation to encourage investment in value-added grain products and services.



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## WHAT ARE THE KEY NEW PRODUCT BENEFITS?

1. The 100% oat noodles are processed with wholemeal oat flour which has more health promoting nutrients (e.g.  $\beta$ -glucan) and excellent eating properties.
2. Sufficient hydrothermal treatment of oats enables a long shelf-life.
3. Consistent quality of oat noodles are produced without any addition of additives.
4. 122 g/ serve of cooked 100% wholemeal oat noodles will provide more than 3g of  $\beta$ -glucan as recommended by FDA and EFSA for promoting health.

## WHERE IS THE POTENTIAL VALUE?

The value of this opportunity lies in:

- Faster expansion into new market segments or increase product offering in the healthy eating market segment as the early-stage product R&D is completed.
- Establishing a range of new products – flavours, offerings for convenience, and options for different mealtimes (lunch, dinner and snacks).
- Strong potential to build a first to market Australian provenance export product/s.
- Early access to additional products coming down AEGIC's development pipeline.

To support your value capture:

- Full product/brand ownership is being offered.
- On-going technical support from AEGIC can be negotiated, if needed.
- Development support (Government grants and support) may be available to offset the set-up and market development costs, if needed.

## WHAT IS THE VIABILITY?

The manufacture of this new product is highly viable. AEGIC has developed an improved standard processing method using already existing equipment in the industry. This will reduce your R&D time for manufacturing thanks to AEGIC's tested process and minimise expenditure on new equipment.

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Partners will need to undertake market entry strategies, establish manufacturing capacity, distribute, and market the product.

This product has already been manufactured under laboratory conditions and tested in-house, and the process can be readily escalated to a larger scale. Different methods of cooking the product have been tested to simplify its adoption by end users, including the use of existing packaging methods which enable the product to be cooked in an easy and convenient way.

## **WHAT DO WE NEED TO START MOVING FORWARD?**

If you would like any further information or would like to enquire about engaging with AEGIC, please visit the [EOI Lodgement Platform](#).