

28th October 2004

BRITAIN'S BIGGEST HEALTH SURVEY POINTS THE FINGER AT WHEAT

The result of a massive British health and nutrition survey demonstrates that staple foods and drinks in the UK diet, including wheat, appear to have negative associations with health. It also shows that the beneficial effects of positive foods including fruit, vegetables and fresh water are significantly outweighed by the adverse effects of negative foods – wheat, dairy, refined sugar, tea, coffee and red meat.

Known as ONUK, this comparative survey of the health and nutrition of 37,053 people in Britain - the most comprehensive analysis of its kind – was undertaken by the Institute of Optimum Nutrition, in conjunction with a panel of independent assessors. The results were released on 27th October 2004.

Quick Facts from the ONUK Survey

- The health of most people in 21st century Britain is sub-optimal – that is between diagnosed disease and true wellbeing
- Only 6% of the 37,053 people surveyed were in optimum health
- Forty-four per cent were in poor health - often excessively tired, stressed and burnt out with a plethora of negative health symptoms - and a diet of food groups, including wheat, that are negatively correlated with health.
- Low wheat and dairy consumers are more than twice as likely to be in optimum health as high consumers
- A single sugar based snack a day halves the likelihood of being in optimum nutrition
- As little as one cup of tea or coffee a day almost halves the chance of being in optimum nutrition
- Some of the recommendations of ONUK are in sharp contrast with Government guidelines for healthy eating
- Studies carried out as part of ONUK revealed that relatively simple changes towards a healthier lifestyle can reap noticeable rewards within a short time

... SO DITCH THE WHEAT - GO FOR OPTIMUM HEALTH WITH OAT CAKES

If you want to cut the wheat out of your diet, eat for optimum health and lose weight by balancing your blood sugar correctly, the best carbohydrate to eat is oats according to Patrick Holford, founder of the Institute of Optimum Nutrition. “Many people, possibly one in four, react adversely to gliadin, a substance found in wheat, but not in oats. Switching to oat based cereals and oat cakes is a step in the right direction as far as your health is concerned.” He recommends **nairn's** wheat-free oat cakes, the UK's no 1 oat cake brand. .../...

Made from the natural tasty goodness of oats, **nairn's** wheat-free oat cakes are a convenient and versatile replacement for wheat in every day eating. So when you want to reach for the bread bin, go for oat cakes instead which can be enjoyed on their own or with numerous toppings at any time of day.

Apart from eating for optimum health, if you're constantly on the go, or managing your weight, eating nutritious oat cakes can help by sustaining your energy and keeping you feeling fuller for longer. Therefore, if you're dieting, eating satisfying wheat-free oat cakes can mean you find you need to eat less, and they are an excellent energy sustaining source of nutrition and vitamins. They are ideal for GI dieting.

If you have a busy lifestyle, the slow energy release properties of oat cakes will keep you going longer and help give you the boost needed to cram the most into a hectic day.

Made with natural ingredients, **nairn's** oat cakes are baked until crisp and invitingly brown around the edges using a simple recipe that is wheat-free, high in fibre, non-GM and has no added sugar. It is the high proportion of soluble fibre in oats that leaves you feeling fuller for longer and stabilizes blood sugar levels – especially important for dieters and diabetics.

Choose from Rough, Fine Milled, Cheese, Organic or Mini varieties, available from supermarkets, independent grocers and health food shops, priced from 83p.

ENDS

Notes to editors:

- 1.** **nairn's** is the no 1 oat cake producer in the UK and has been making oat cakes in Scotland for over 100 years.
- 2.** **nairn's** oat cakes are made from best quality oats grown by Scottish Border Farmers to Conservation Grade standards, using traditional farming methods and reducing the need for unnatural supplements.
- 3.** **nairn's** oat cakes are suitable for vegans and vegetarians.
- 4.** **nairn's** website address is: www.nairns-oatcakes.com

DIGITAL IMAGES (jpeg 300 dpi) AND SAMPLES AVAILABLE ON REQUEST

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