



# GRAZE





## Brand Observed



## Company overview:

Graze is a firm founded in the United Kingdom that distributes natural meals, primarily fruits and vegetables, to residential homes or workplaces every day. The brand was founded by Graham Boshier in 2008.

Target Product Category : **Snacks**

Name of the Product : **Oats Boost**

# NUMBER OF PRODUCTS:

1. Peanut butter protein oat boosts
2. Lemon blueberry superfood oat boosts
3. Banana vegan oat boosts
4. Cocoa orange superfood oat boosts
5. Cocoa Vanilla protein oat boosts
6. Honey protein oat boosts
7. Cherry Bakewell fibre oat boosts
8. Chocolate cookie fibre oat boosts
9. Sticky toffee oat Boost



### ***Peanut butter protein oat boosts***

The protein-enriched flapjacks contain creamy peanut butter and whole-rolled oats. The product has 45% less sugar than an average cereal bar since the chicory root fibre imparts a delicious sweet taste. It is the perfect pocket-sized pick-me-up.

**Others:**  
Roasted peanuts (4%), linseeds, soya flour, potato starch, sea salt

**Fibre:**  
soluble corn fibre, citrus fibre, chicory root fibre

**Fat:**  
Peanut butter (5%), palm fat, vegetable oils (rapeseed)

**Sweetener:**  
Golden syrup, liquid sugar, demerara sugar

**Stabiliser:**  
xanthan gum, Molasses

**Flavouring:**  
Natural flavouring

**Emulsifier:**  
soya Lecithin

**Humectant:**  
Glycerine



**Nutritional Information:**

Calories: 130kcal  
Carbohydrate: 9.7g  
Fat: 7.1g  
Protein: 4.3g  
Fibre: 5.2g  
Salt: 0.13g

**Primary ingredient:**  
oats (29%)

**Protein:**  
Soy protein crispies (7%), sunflower seeds, rice protein

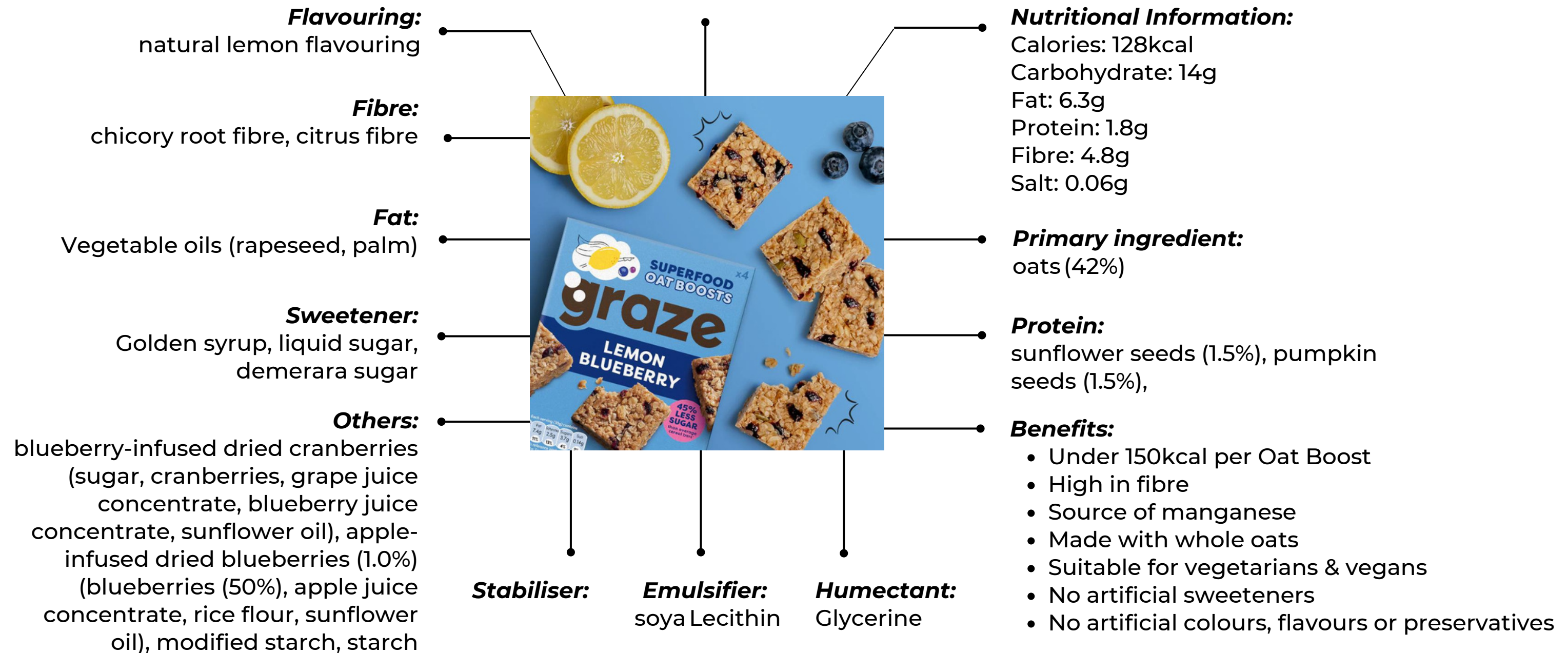
**Benefits:**

- Under 150kcal per Oat Boost
- Source of Protein
- High in fibre
- Source of manganese
- Made with whole oats
- Suitable for vegetarians & vegans
- No artificial sweeteners

No artificial colours, flavours or preservatives

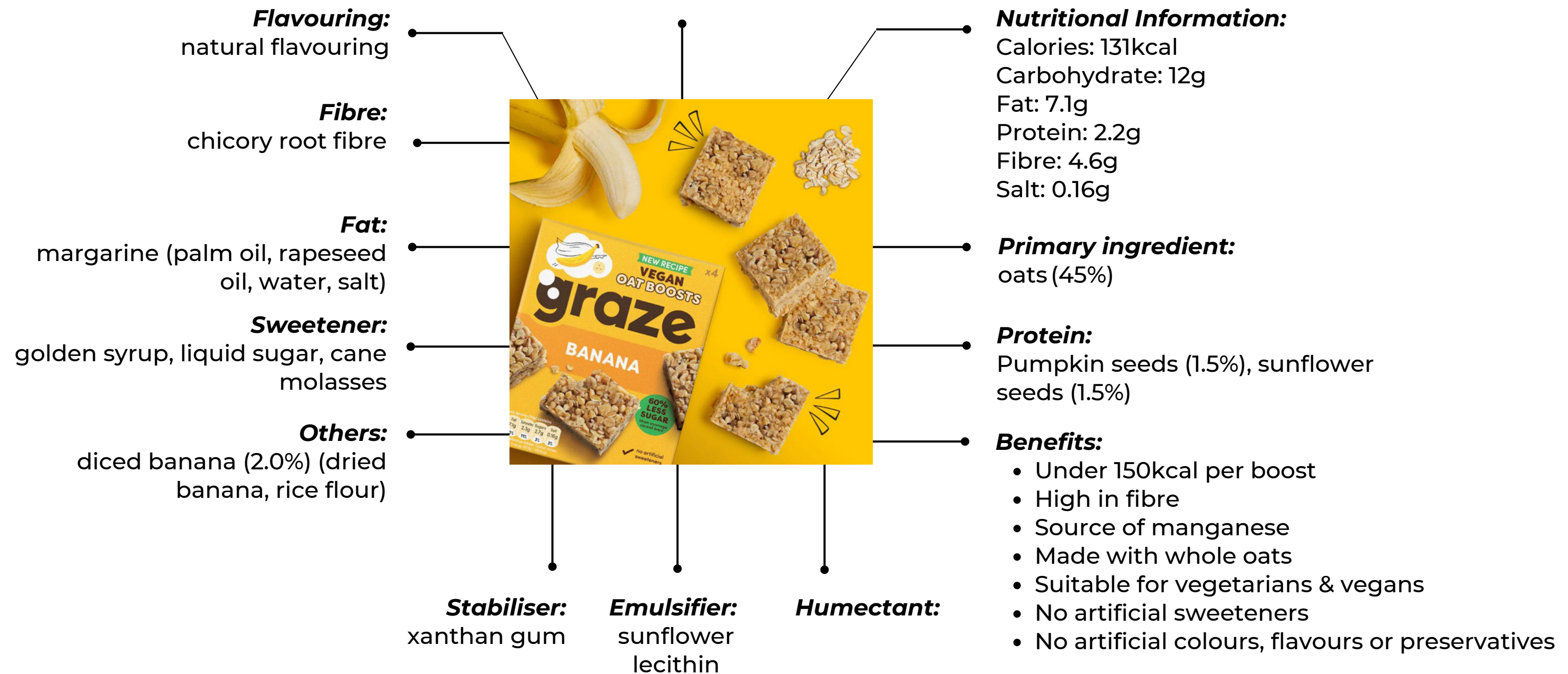
### Lemon blueberry superfood oat boosts

The product combines lemon curd, whole oats and brilliant blueberries to boost energy. Using chicory root fibre in this superfood snack for heroes renders a sweet taste, implying that this recipe tastes sweet, although it uses 45% less sugar than an average cereal bar.



### Banana vegan oat boosts

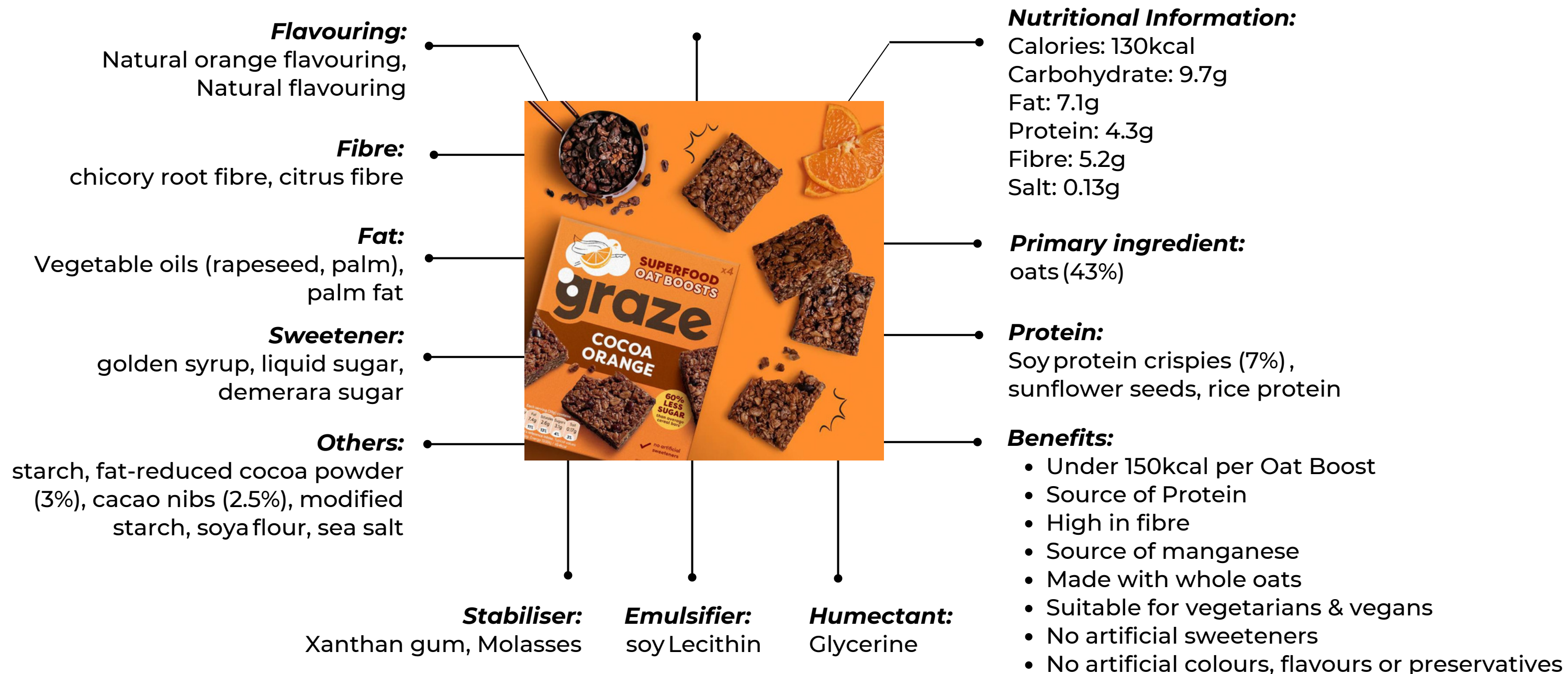
We blended the humble banana with mixed sweets and oats to yield this vegan product. Using naturally sweet chicory fibre, the product has over 60% less sugar than an average cereal bar, making it perfect as a plant-based snack.



Cross-contamination between the ingredients is possible since all the food products are packed in the same place. Traces of eggs, gluten, milk, mustard, peanuts, sesame and soya may be present in our products.

### Cocoa orange superfood oat boosts


The delicious flapjack uses cocoa nibs that are folded into heavenly whole oats. The snack, which gives a burst of energy, uses a naturally sweet ingredient, chicory fibre, implying that the sweet-tasting product has 60% less sugar than an average cereal bar.



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### Cocoa Vanilla protein oat boosts

The delicious protein-rich product combines rich cocoa, rolled oats and vanilla. Chicory root fibre imparts a sweet taste, and the product contains less than 45% sugar than an average cereal bar and is a perfect snack on the go.



**Flavouring:**  
 natural vanilla flavouring

**Fibre:**  
 chicory root fibre, soluble corn fibre, citrus fibre

**Fat:**  
 Vegetable oils (rapeseed, palm), palm fat

**Sweetener:**  
 golden syrup, liquid sugar, demerara sugar, molasses

**Others:**  
 linseeds (4%), fat-reduced cocoa powder (3.5%), soya flour, potato starch, sea salt

**Stabiliser:**  
 xanthan gum

**Emulsifier:**  
 soy Lecithin

**Humectant:**  
 Glycerine

**Nutritional Information:**  
 Calories: 129kcal  
 Carbohydrate: 11g  
 Fat: 6.6g  
 Protein: 4.3g  
 Fibre: 4.9g  
 Salt: 0.06g

**Primary ingredient:**  
 oats (31%)

**Protein:**  
 soy protein crispies (9%) (soy protein, starch), sunflower seeds (3%)

**Benefits:**

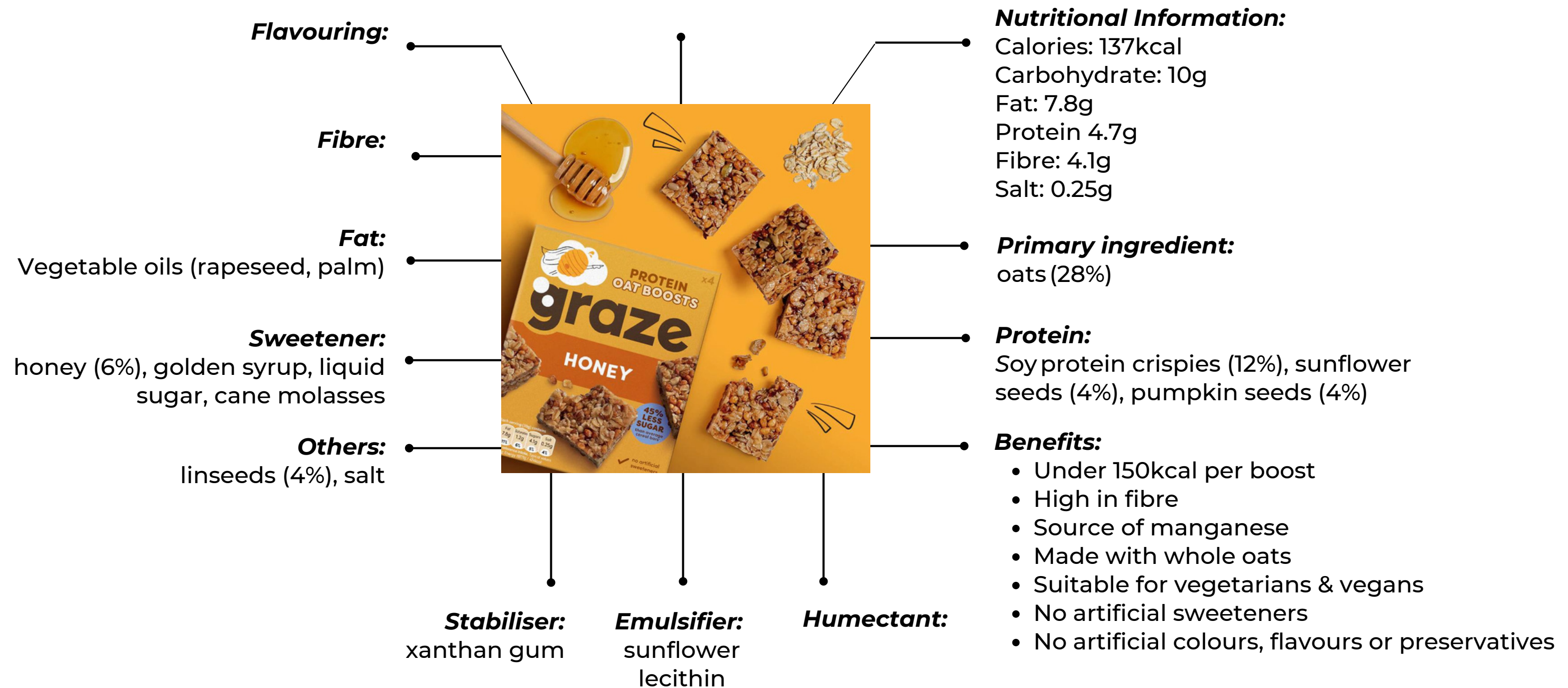
- Under 150kcal per boost
- High in fibre
- Source of manganese
- Made with whole oats
- Suitable for vegetarians & vegans
- No artificial sweeteners
- No artificial colours, flavours or preservatives

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### Honey protein oat boosts

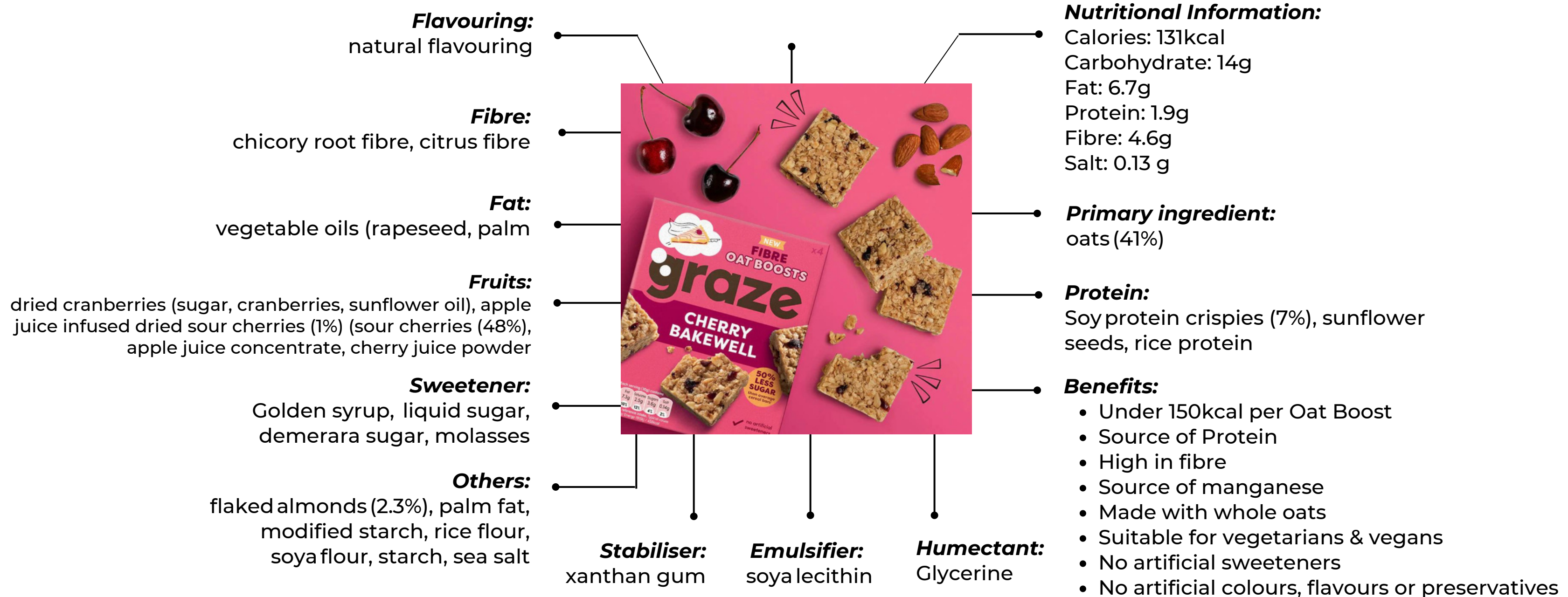
The combination of whole rolled oats and mixed seeds is drizzled with honey, and each bar is boosted with soy protein crispies. The product has 45% less sugar than the average cereal bar, thanks to chicory root fibre that renders sweetness to the product.



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### Cherry Bakewell fibre oat boosts

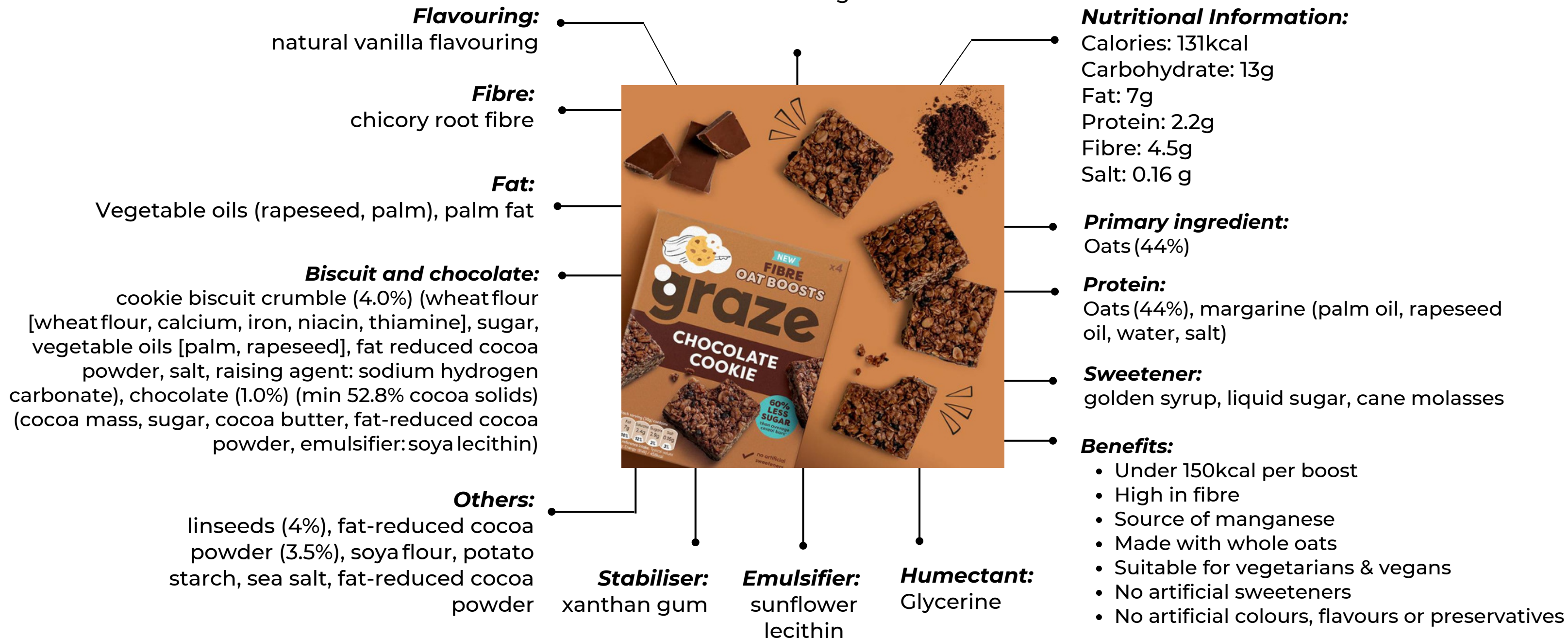
Flaked almonds with wholegrain oats with cherries make this powered-up snack. The sweet-tasting product has 50% less sugar than an average cereal bar since it has sweet-tasting chicory root fibre. This flapjack is an ideal mid-morning snack.



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### Chocolate cookie fibre oat boosts

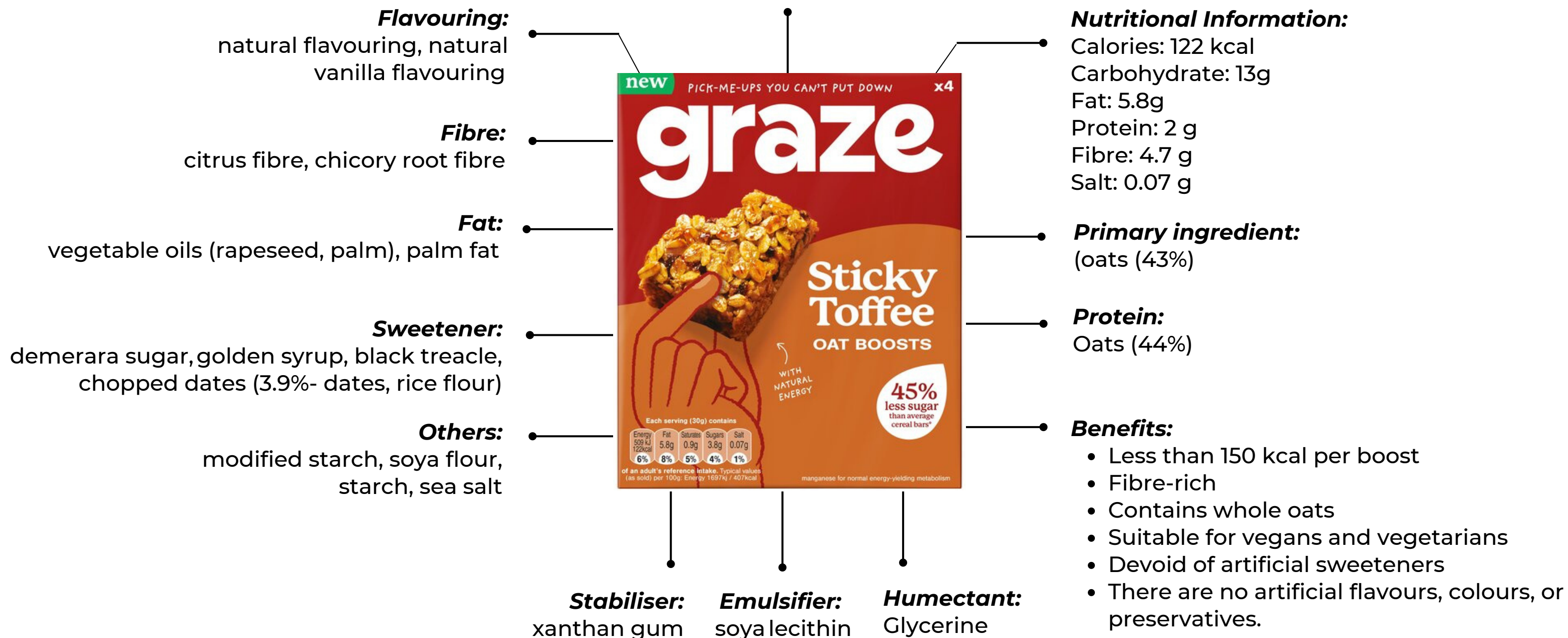
The perfect pocket-sized pick-me-up is made by crumbling cookie pieces into flapjacks of fibre-rich wholegrain oats. Naturally sweet-tasting chicory root fibre rendered sweetness. Therefore, each flapjack contains 60% less sugar than the average cereal bar.



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## Sticky toffee oat Boost

Think about how decadent sticky toffee pudding would be at any time of day. 45% less sugar than the typical cereal bar\*, these delicious Oat Boosts mix creamy treacle, chewy dates and whole rolled oats.



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The Food Research Lab is a food product development consultant that assists in formulating food, beverages, nutraceuticals and cosmeceuticals. With the help of experts, the Lab formulates [protein-rich bars](#) and nutritious snacks that cater to consumer needs. The experts assist at every step, from choosing the right ingredients to sensory analysis and developing attractive packaging, ensuring that the product is successful.



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**THANK YOU**