



OAT IN THE CITY

MEDIA LAUNCH

Bannerton PR  
Coverage Report

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# COVERAGE OVERVIEW

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Media Outlet	Feature Type	Broadcast/Publication Date:
Business Post	Print: Oat in the City launch interview	June 6th
BusinessPost.ie	Online: Oat in the City launch interview	June 4th
RTE Guide	Print: Oat in the City launch feature	June 8th
Irish Daily Star: Star Chic Mag	Print: Oat in the City launch feature	June 5th
Irish Farmers Journal	Print: Oat in the City launch interview	June 12th
Farmers Journal podcast	Broadcast: Oat in the City launch interview	June 12th
<a href="http://irishfarmersjournal.ie">irishfarmersjournal.ie</a>	Online: Oat in the City launch feature	May 20th
STELLAR	Print: Oat in the City launch feature	June 10th
Irish Country Living	Print: Oat in the City launch feature	June 26th

# COVERAGE OVERVIEW

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Media Outlet	Feature Type	Broadcast/Publication Date:
Shelflife Magazine	Print: Oat in the City launch feature	June 23rd
<a href="http://shelflife.ie">shelflife.ie</a>	Online: Oat in the City launch feature	May 20th
<a href="http://agriland.ie">agriland.ie</a>	Online: Oat in the City launch feature	May 21st
Food & Wine	Online: Oat in the City launch feature	May 26th
SHEmazing	Online: Oat in the City launch feature	May 26th
MummyPages	Online: Oat in the City launch feature	May 26th
MagicMum	Online: Oat in the City launch feature	May 26th
<a href="http://agriland.ie">agriland.ie</a>	Online: Oat in the City launch feature	May 21st
Food & Wine	Online: Oat in the City launch feature	May 26th
Thatsfarming.ie	Online: Oat in the City launch feature	June 16th

# COVERAGE OVERVIEW

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Media Outlet	Feature Type	Broadcast/Publication Date:
Longford Leader	Online: Oat in the City launch feature	May 23rd
Offaly Independent	Print: Oat in the City launch feature	May 22nd
Offaly Independent	Print: Offaly business spotlight	May 22nd
Westmeath Examiner	Print: Oat in the City launch feature	May 29th
Westmeath Examiner	Online: Oat in the City launch feature	May 29th
Westmeath Independent	Online: Oat in the City launch feature	May 27th
Offaly Topic	Print: Oat in the City launch feature	May 27th
Tullamore Tribune	Print: Oat in the City launch feature	May 27th
Midland Tribune	Print: Oat in the City launch feature	May 27th
Midlands 103fm	Broadcast Interview & Online coverage	May 26th
Offaly Express	Online: Oat in the City launch feature	May 21st

# COVERAGE EXPECTED/PIPELINE

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Media Outlet	Feature Type	Date Expected:
RTE Radio One: Countrywide	Broadcast: Oat in the City feature	July
Eco Eye	Potential interview feature	Next Series: Date TBC
Irish Sun Magazine	Print: Oat in the City launch feature	June/July

# MEDIA LAUNCH COVERAGE

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May-Jun 2021

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**Ciara Leahy** [cleahy@farmersjournal.ie](mailto:cleahy@farmersjournal.ie)

# Foodie news

Adare Manor releases its first gin, penny sweets are back and Tipperary producers are giving behind-the-scenes tours, writes **Ciara Leahy**

## Oat in the City

If oat drinks sometimes taste like sweetened water to you, then check out Oats in the City. It's a real oat drink launched by Tullamore farmer Liam Lynam using Irish-grown oats, locally sourced in the midlands. What makes this stand out is that it retains the oats' natural beta glucans, fibre and protein.

"Most commercial oat drinks are made by stripping away the parts that have the fibre and protein, so you're

mostly getting oat sugar," says Liam who worked in the food sector for 20 years before returning to run the family farm.

Unlike most oat drinks which are ultra-heat treated (UHT), you'll find this in the fridge. It's on sale in Super-Valu in the midlands and is also now stocked by Aldi as part of the Grow with Aldi programme.

[www.oatinthecity.ie](http://www.oatinthecity.ie)



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# Gap in the market for oat drinks



Oat drinks are rapidly growing in popularity. This Offaly farmer is trying to make the most of the trend.  
**Siobhán Walsh**  
reports

**O**at drinks are fast becoming a popular product. The market offers huge potential, one that mixed farmer Liam Lynam is tapping into.

Liam, who has cattle and sheep, also grows forage crops for dairy farmers – maize and triticale – along

with oats, which are fed to sheep and young stock.

Farming with his brother Paul in Co Offaly, he had been looking for another income stream.

When the pandemic hit, Liam began to focus on creating a food business alongside his farm.

In the past, hemp, flax and kale had all been road tested, but one crop which the Lynamys grow very well is oats and at present, demand for oat drinks is skyrocketing. Liam saw an opening.

Oat drinks are a popular choice for coffee lovers, gym goers and many in between, as well as those with food intolerances. The process of turning those oats into a drink wasn't easy though, and was compounded by the fact that were the oats to be gluten-free, he would need a new combine which would not be used for anything else.

Having tried many different approaches, from mashing to malting,

with little success, Liam became aware of Glanbia's hydrolysed oat flour, which is produced from Irish oats and is gluten-free, and brought it to the kitchen for processing.

"We were looking at huge capital expenditure and a huge process. Somewhere along the line, we sourced the oat flour that we could pro-

cess and we were very happy with the product," Liam noted.

With the help of Teagasc Moorepark, he produced a chilled product, using the whole oat, which is lower in sugar and higher in fibre than many of the other oat drinks on the market.

Liam was disappointed that he could not use his own oat crop, but he plans to sow 40ac of gluten-free oats for Glanbia next season. His rotation,

which contains grass and maize, allows him to do this, while the oats will also provide a premium price over feed oats and Glanbia will cover the cost of harvesting and transport, further increasing profit from the crop.

Local man David Ward has taken over the farm work as Liam launches his new product range. Grass was being reseeded when the *Irish Farmers Journal* visited.

#### On the supermarket shelves

With his 'Oat in the City' products now on the shelves of his brother Paul's

shop, The King Oak, in Tullamore and landing in supermarkets, Liam is excited by the new venture, which will hopefully provide a second income while allowing him to continue farming.

Liam carried out a lot of early market research with Bord Bia's thinking house before launching the business.

"We're hitting a trend. The market is growing. We identified a gap in the market. Most of the products are European-sourced oats.

"There was nothing out there in the fresh chill cabinet that was an Irish product and the other big issue was when we compare the nutritional anal-

ysis of our product to our competitors a lot of the other products contained little or no fibre or protein."

He continued: "It's not always about looking for dairy-free. Some people find the oat tastes better with coffee. People going out for a coffee will try different options. During lockdown, research showed that sales of high-end coffee machines went through the roof. People are making their barista coffee at home."

Liam's drinks will be the first Irish fresh-chilled and artisan product to market and are now on supermarket shelves. He hopes to have a door-to-door delivery service in time, but has yet to work out the logistics.

Liam added: "The children of this generation are four times more likely to put an alternative to dairy into their corn flakes.

"I don't think everyone is going to go for it. People are still going to choose dairy, but it's another option, whether it's an orange juice or an oat drink."

There is often a debate over plant-based alternatives to dairy. Liam is very clear that he is not anti-dairy. He has livestock himself. When he began to grow forage crops on contract for dairy farmers, he saw a gap in the market.

There is now a gap in the market for oat drinks, which will hopefully allow him to continue to farm and bring in

another income stream.

Like those decisions make his business more sustainable, producing oat drinks is a huge market opportunity. Liam is delighted with the reaction so far.

"Within the farming community, the support has been fantastic."

#### Oat drinks market

▣ Global market for plant drinks estimated to be \$2.2bn by 2024.

▣ Sales expected to grow by 20% each year to 2024.

▣ Oat drink sales doubled in the UK in the past 12 months to €94.3m.



Oat in the City oat drinks in the fridge at Liam's brother's shop, The King Oak, in Tullamore.

# FARMERS JOURNAL - PODCAST

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## SUPPORTING SUSTAINABLE FARMING



Liam and Colm Lynam with David Ward, who is currently managing the farm as the products are launched.



Liam Lynam with a bottle of Oat in the City in Co Offaly.

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### Oat in the City

Non-dairy milks have been booming in recent years and now there is an Irish-made, small producer oat milk to add to the options. Made from Irish-grown oats by Tullamore farmer, Uam Lynem, Oat in the City differs from leading oat milk brands with just 0.4g of natural sugar and no added sugars. Other brands, by comparison, have up to 7g sugar per cup. Oat in the City is also gluten-free and retains the oats' natural beta glucans, fibre and protein - parts of the grain that are often lost during processing. It is sold in a fully recyclable plastic bottle, while an eco-friendly glass milk bottle range is also in production. Find Oat in the City in selected SuperValu stores, independent stockists nationwide and in Aldi during June, as part of the Grow with Aldi campaign.

# Aldi deal puts Oat in the City on the right road for a healthy future

Start-up founder says its oat-based drinks, which go on sale in Aldi today, are a healthy alternative to other oat-based products that contain high levels of sugar

Liam Lyman, the founder of Oat in the City, has a very clear idea of what he wants his legacy to look like. It's not fame or fortune or an entry in the business books. The farmer, whose new milk product will appear on the shelves of Aldi this weekend, wants to create a farming model he can hand down to his children.

Lyman, 41, has been farming full-time on the family farm in Ballyhennessy on the border of Co Offaly and Co Westmeath for more than a decade. Having earlier spent several years at PepsiCo Group, he said he had spent years trying to create a farm-to-fork business model that would allow him to safeguard his family's place in an industry in which it is becoming more difficult to make a living.

In Oat in the City, Lyman thinks he's found a "point of difference" that will allow him to do that. His oat drink company markets itself as a natural, healthy alternative to other oat-based products, which Lyman said often contain high levels of sugar and are not as healthy as they claim to be.

In his value pillars, Lyman said he compares popular oat products to a fizzy drink, even though they are viewed by many as a healthy alternative to standard dairy milk.

"Some of them are really comparable to sugar – obviously refined sugar, natural sugars – that produced in a bit of Fanta Orange," he said.

Some products, he added, were little more than "sweetened water with a hint of oat".

Rather than taking shortcuts, Oat in the City is producing oat flour and oat-based proteins and then, in a manner which Lyman claims sets it apart from many of its competitors,

"the company offers these products: an original oat drink, a coconut butter, a protein and a dairy-free chocolate milk aimed at kids. Lyman said the business planned to launch a series of new drinks in the coming years, as well as an oat drink powder, in a bid to stay ahead of competitors and grow the business overseas.

"In retail, if you stand still, you'll get passed out. That's just the industry. I'm in, so you always have to evolve, but I think if you're first to market, and you're leading the market, that makes a difference," he said.

Oat in the City hopes to open a seed banking model early next year, ideally attracting private equity investors as well as funding from Enterprise Ireland.

Lyman aims to begin exporting the product to Britain next year and is targeting Europe-wide expansion within three years. But it's early days yet.

"No one is going to invest in us until we've proven our track record and we've got some sales behind us," he said.

For now, Lyman is looking forward to the "huge" possibilities the Enterprise City offers, as well as working to consolidate the company's position in the SuperValu Food Academy, the business support programme run by the super-market chain.

While he is focusing on the immediate future, he knows exactly where he wants his business to go in the long term too.

"For me, the question is: how can I secure the future of the farm that I've inherited?"

**“In retail, if you stand still, you'll get passed out... so you always have to evolve but I think if you're first to market, and you're leading the market, that makes a difference”**



Liam Lyman and Marie-Christine de Tournay on their farm in Ballyhennessy, on the border of Co Offaly and Co Westmeath, with Oat in the City, which goes on sale in Aldi today. *Emma Carroll*

## BUSINESS POST - ONLINE

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### Making it Work

## **Making it Work: Aldi deal puts Oat in the City on the right road to a healthy future**

Start-up founder says its oat-based drinks, which go on sale in Aldi today, are a healthy alternative to other oat-based products which contain high levels of sugar



Donal MacNamee

@donalmacnamee97

4th June, 2021

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Liam Lynam, founder of Oat in the City, and his partner Marie-Christine De Tavernier. Picture: Barry Cronin

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## ***Oat of this world!***

■ *Oat in the City*, the new gluten free oat milk made from Irish grown oats, launched two weeks ago in select SuperValu stores — and is already stocked in independent stockists nationwide.

*Oat in the City* is full of natural beta glucans, fibre and protein — parts of the cereal that many commercial oat

drinks strip away — and is a sustainable choice that comes in a fully-recyclable plastic bottle, while an eco-friendly glass milk bottle range is also in production.


Created by Tullamore farmer Liam Lynam, the drink stands apart from leading oat milk brands with just 0.4g of natural sugar and no added sugars.



## MAGIC MUM - ONLINE

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**Food** | about 16 hours ago



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**New oat milk retains all the oats' natural fibre & goodness.**

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**FAMILY LIFE** Recipes / Articles list

### New Irish oat milk hits the market retaining all the good stuff but with no added sugar



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**New oat milk hits  
the shelves  
retaining all the  
oats' natural fibre  
& goodness.**

**Lifestyle Food & Drink**  
about 16 hours ago  
by **SHEmazing Team**



Many leading oat milk brands contain little or no naturally occurring oat fibre and are essentially sweetened water made from concentrate or syrup. So says Tullamore farmer Liam Lynam who, this week, launched his Oat in the City real oat drink, made from Irish grown oats, locally sourced in the midlands.

## FOOD & WINE MAGAZINE - ONLINE

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### Milking it

Oat in the City is a real oat milk made from Irish-grown oats by Liam Lynam, a Tullamore farmer. As well as being made with oats locally sourced in the midlands, it contains the cereal's natural fibre and protein - which, Lynam says, other brands often take out. "Our oat milk retains the oats' natural beta glucans, fibre and protein, and is low in natural sugars," he explains. Lynam, who worked in the food sector for twenty years before returning to run the family farm, launched the range last year and it is already stocked in over 200 retail and hospitality outlets. Priced at €2.80 for 750ml, stockists include selected SuperValu stores, Donnybrook Fair and Nolan's of Clontarf - and Oat in the City will be in Aldi stores from June as part of the Grow with Aldi programme. [oatinthecity.ie](http://oatinthecity.ie)

## Farm launches Offaly good oat drink

The Lynams use their own oats to produce the product, which will be available in the shops this week.

**Siobhán Walsh**

NEWS > NEWS

20 May 2021



# Milking Irish oats: Midlands farmer launches 'Oat in the City'



*Richard Halleron*

May 21, 2021 4:21 pm





# OFFALY INDEPENDENT

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## OAT IN THE CITY

### “Eoin the Oat is our lockdown baby”

LIAM Lynam has always harboured the dream of launching his own food brand, and he has done just that over the past year with a lockdown project which resulted in the launch of an oat drink called ‘Oat in the City’ with Eoin the Oat as its mascot!

“You could say that Eoin the Oat is our lockdown baby,” says the father of four who lives with his Belgian-born wife, Marie Christine, and family in the townland of Ballybroder, on the Offaly/Westmeath border, just outside Kilbeggan.

Despite the fact that the business is still in its very early days, Liam Lynam is over the moon that his oat drink will now be stocked in SuperValu stores under their Food Academy programme, and is also due to be launched in Aldi stores nationwide in June as a Special Buy under the Grow with Aldi

programme.

“To be getting such national recognition at this stage is just fantastic,” says Liam, whose Oat in the City range is available in three flavours, all of which were initially tested out in the family’s own kitchen.”

The initial aim of Oat in the City is to offer Irish consumers the choice to purchase organic oat drinks from local Irish food producers. They use all of the oat to make their drinks which retain their natural fibres, beta glucans and protein, and they have no added sugar.

Liam is optimistic that his new product will become a success, and says the exposure offered by both Aldi and SuperValu will help to create an awareness around the many health benefits of oat drinks, and will introduce them to a whole new audience.



The Lynam family (in front) Marie Christine and her husband, Liam and their four children (l to r): Katheline, Marie, Colm and Daniel

## Kilbeggan family's oat drink hits mark with Aldi and Centra

GENERATIONS of Irish kids grew up on oats, but a Kilbeggan farmer is producing an entirely new type of oat product: oat milk.

Liam Lynam, who lives at Rathfarnham, between Kilbeggan and Durrus, is the brain behind a range of new oat-based drinks which are sold under the brand name Oat in the City – a play on the word 'authenticity'.

drink and there are also available in all Centra stores," says Liam.

The milk is offered as a choice for the growing number looking for an alternative to traditional milk products, and it is entering the market at a crucial time: there are already various popular alternatives such as soy milk and almond milk, but besides the nutritional benefits that only offer, there is also the fact that they are grown here in Ireland.

"Essentially," he explains, "we are Irish farmers milking oats and Oat in the City is a low-sugar drink using all of the oat, and containing therefore all the natural fibre and protein."

Fascinated about agriculture and passionate about food, Liam has the advantage of being not just a farmer, but someone who has worked extensively in the commercial world on an international level. Largely getting food from this country into supermarkets in the UK and continental Europe.

"The dream has always been to launch my own food brand and ideally linked to our own farm. All my childhood, academic qualifications, work experience and interests revolve around agri-

te. I'm impressed as Ireland's supermarketers that Oat in the City is to appear on the shelves of Aldi, SuperValu and Centra."

"The Oat drink Barista oat-based drink will be available in all Aldi stores from June 6, while the range in SuperValu consists of Oat in the City – a play on the word 'authenticity'."

culture, food and the food industry," he said.

After leaving school, Liam moved to the UK to pursue a degree in agri-business and food marketing at Newcastle University.

"I started out in banking but wasn't for me and I began working for Bupa, usually in Italy and France," said Liam. In that role, he was charged with establishing new markets with big hitters on the European grocery scene – Carrefour, Lidl, Aldi, Netto and others.

What never left him during his time in the UK was his love for the land and for farming.

After what Liam describes as "a time of research, study and numerous crises" during the lockdown, their oat-based drink was born.

"We at Oat in the City use all of the oat and our oat drink range retains our natural fibre, beta glucan and protein, has no added sugar and is low in natural sugar, while a whole lot of our global competitors' drinks only contain sugar and the rest of the oat goes into food waste," he says.

"This is really important to

us, because we are really interested in sustainability, and food waste is one of the leading causes of climate change.

"The process by which most commercial oat drinks are made results in the stripping away of the parts that have the fibre and the protein, so that you're mostly getting out sugar."

Some oat milks available have a sugar content so high that it actually puts them on a par with fizzy drinks.

The initial name of the milk was Lynam's Authentic Oat Drink.

That morphed into Authenticity and then Oat in the City before the family settled on Oat in the City.

There has been support from Teagasc in Moonepark for the Lynam's work in developing Oat in the City, and the range is produced using facilities at Moonepark.

Liam feels it is time the spotlight was turned towards the work that is going on in low-land village farms.

"If you are looking to buy Irish meat, it has the food quality assurance mark and consumers always buy Irish and support our livestock farmers."

"Similarly, all our dairy cows carries the National Dairy Council mark backed up with a national TV and media campaign supporting Irish dairy farmers."

"The same reason Irish village farmers have been forgotten."

## Boost for Irish products

THE Oat in the City Barista Oat Drink has been included on a list of 108 Irish products Aldi is to stock as part of this year's Grow with Aldi Supplier Development Programme. The enterprise has also been selected to showcase its products in SuperValu supermarkets as part of the SuperValu Food Academy Programme.

The products, which come from some 57 suppliers, go on sale nationwide as part of an Aldi Specialbuys event, kicking off on Sunday June 6 for two weeks.

Five of the Grow with Aldi suppliers will then be given a further opportunity, winning a contract for their product to be sold in Aldi's Irish stores year-round.

The Food Academy Programme, which is now in its eighth year, is a unique food development programme between SuperValu, Bord Bia and the Local Enterprise Offices, and participants receive training in food safety,

market research and branding, marketing, finance, sustainability and business development.

Oat in the City is the only Westmeath firm on the list, and Liam Lynam said that to have their Barista Oat drink listed is unbelievable: "We now have exposure with our Barista Oat drink available all over Ireland through the Grow with Aldi programme. We now have an opportunity to showcase Oat in the City Barista oat drink using locally grown oats and compete alongside international brands. The mentoring support on a weekly basis has really allowed us to focus on the key attributes of our brand."

The promotion will see Oat in the City stocked in all of Aldi's 145 stores. This year, the Grow with Aldi message included a focus on sustainability, and entrants were encouraged to demonstrate how their product/company is focusing on sustainability.

## Millennials and GenZs fuelling rise in plant milks consumption

THE growth in interest in dairy alternatives has been phenomenal in recent years – and all indications are it is set to continue.

"Plant-based milk tends to be the preferred choice of 40pc of GenZs and Millennials," said Liam Lynam, founder of Oat in the City. (Millennials are those born between 1981 and 1996, the GenZs are those born from 1997 on.)

Market research carried out for Oat in the City found that 53pc of all adults claim to consume dairy-free milks – but among Millennials and GenZs, it is more than 70pc.

"Dairy free milk consumers are more likely to be aged 25-34 and living in Dublin or urban communities, while oat milk consumers are more likely to be female," says Liam.

"Adding dairy free milk to breakfast cereal or porridge is the most common use (56pc), followed by adding it to tea or coffee (47pc). Three in 10 claim to consume dairy free milk on a daily basis, with highest everyday consumption among younger people and young parents."

According to Liam, non-dairy milk sales hit €68m last year; within the last 12 months, oat milk sales doubled in the UK to €94.3m, and within Europe the dairy-free market generated a net increase in sales of \$478m between 2011 and 2016.

Market research ahead of the launch of Oat in the City found a key opportunity in the fact that there is a growing cohort that is more allergen conscious



Using locally-sourced oats, Liam Lynam and Marie Christine de Tavenier produce an oat milk sold as Oat in the City.

interested in dairy free, gluten free and low-sugar products.

### Mascot

The logo for Oat in the City features a character called 'Eoin the Oat', which Liam describes as the company's mascot.

"Eoin the Oat is a down to earth authentic chap. He is a cool fun oat," says Liam.

"A lot of people feel very proud of their country when their athletes or sports teams do well. I feel that same pride when I see authentic successful Irish brands competing on the Irish and world stage. All successful businesses start local and need as much support as possible at the very start."

"Our initial aim is to change the retail landscape: where currently there are international brands using globally sourced oat syrup, we want Irish consumers to have a choice of purchasing from local Irish food producers such as Oat in the City."

## 'Essentially we are Irish farmers milking oats'

GENERATIONS of Irish kids grew up on oats, but a Kilbeggan farmer is producing an entirely new type of oat product: oat milk.

Liam Lynam, who lives at Rathfarnham, between Kilbeggan and Durrus, is the brain behind a range of new oat-based drinks which are sold under the brand name Oat in the City – a play on the word 'authenticity'.

He is impressed as Ireland's supermarketers that Oat in the City is to appear on the shelves of Aldi, SuperValu and Centra.

"The Oat drink Barista oat-based drink will be available in all Aldi stores from June 6, while the range in SuperValu consists of Oat in the City – a play on the word 'authenticity'."

After leaving school, Liam moved to the UK to pursue a degree in agri-business and food marketing at Newcastle University.

"I started out in banking but wasn't for me and I began working for Bupa, usually in Italy and France," said Liam. In that role, he was charged with establishing new markets with big hitters on the European grocery scene – Carrefour, Lidl, Aldi, Netto and others.

What never left him during his time in the UK was his love for the land and for farming.

After what Liam describes as "a time of research, study and numerous crises" during the lockdown, their oat-based drink was born.

"We at Oat in the City use all of the oat and our oat drink range retains our natural fibre, beta glucan and protein, has no added sugar and is low in natural sugar, while a whole lot of our global competitors' drinks only contain sugar and the rest of the oat goes into food waste," he explains.

"This is really important to us, because we are really interested in sustainability, and food waste is one of the leading causes of climate change."

"The process by which most commercial oat drinks are made results in the stripping away of the parts that have the fibre and the protein, so that you're mostly getting out sugar."

Some oat milks available have a sugar content so high that it actually puts them on a par with fizzy drinks.

The initial name of the milk was Lynam's Authentic Oat Drink.

That morphed into Authenticity and then Oat in the City before the family settled on Oat in the City.

the place they wanted to settle and raise their family was Ireland.

There was no hesitation on the part of Marie Christine, whose grandparents had been in the area since the 1920s.

"If anything, the more we moved, the more we realised that we were in the heart of the country. It was a place where we could build a home on the land and raise our family."

He is impressed as Ireland's supermarketers that Oat in the City is to appear on the shelves of Aldi, SuperValu and Centra.

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Marie Christine de Tavenier and Liam Lynam with their children, from left, Katharina, Marie, Colin and Daniel.

The Lynams' Oat in the City drink.

## Kilbeggan family's oat drink hits mark with Aldi and Centra

Image 2 of 3



Marie Christine De Tavernier and Liam Lynam with their children, from left, Katheline, Marie, Colm and Daniel.



## New Midlands Oat Milk Company Breaking Into National Market

[News Home](#)

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Wednesday, May 26th, 2021 10:27am





## Tullamore farmer launches new oat milk product

AN Offaly farmer has launched a brilliant new Out Milk product to challenge leading brands on the market.

Many leading oat milk brands contain little or no naturally occurring oat fibre and are essentially sweetened water made from concentrate or syrup.

So says Tullamore farmer Liam Lynam who, this week, launched his Out in the City real oat drink, made from Irish grown oats, locally sourced in the midlands.

The naturally 'milled' oat drink is fresh, extra creamy and gluten and dairy-free, as well as delivering real taste, on account of retaining all the oats' natural fibre and goodness.

"Our oat milk retains the oats' natural beta glucans, fibre and protein, and is low in natural sugars, with no added sugar. Most commercial oat drinks are made by stripping away the parts that have the fibre and protein, so you're mostly getting oat sugar", says Liam Lynam, who worked in the food sector for twenty years before returning to run the family farm.

The premium oat drink is already stocked in over 200 retail and hospitality outlets in the midlands including SuperValu stores, independent retailers and coffee shops, as well as Dennybrook Fair and Nolan's of Clontarf. Out in the City was also selected as one of 50 local Irish producers to be stocked in all Aldi stores countrywide, in a special promotion next June, as part of the Grow with Aldi programme.

The range includes an Original Out Milk and a Barista variety for coffee making, as well as a dairy-free chocolate flavoured oat drink, retailing at €2.80 for 750ml. The handy plastic bottle is fully recyclable, while an eco-friendly glass milk bottle range is also in production, with a cute retro style.

As well as being 100% Irish developed and made, Out in the City is a fresh product, from the chilled cabinet, while most oat drinks are UHT. And, while a generic oat milk brand will have up to 5g of sugar, Out in the City has just 0.4g of natural sugar from the cereal, with all the fibre and protein for healthy nutrition and a slow energy release.

Food provenance is becoming more important to consumers, as is sustainable food production, Liam Lynam explains, adding that using all the essential goodness of the oats equates to true



A Tullamore farmer has launched a new oat milk drink Out in the City

sustainability, as food waste is one of the leading causes of climate change. Coffee shops, restaurants and the foodservices sector are expected to offer the natural oat milk alternative, with locally sourced Irish oats, as a welcome option for health-conscious consumers.

The fun, but truly authentic brand was created during lockdown by the farmer and food industry executive who was motivated by the success of natural high quality Irish brands and their ability to compete on the Irish and world stage. "We aim to change the retail offering for Irish consumers. Up to now we have international brands using globally sourced oat syrup. Now we have an Irish oat drink that is exceptionally better for gut health and nutrition, made by local food processors, using milled Irish oat fibre."

Research commissioned by Liam Lynam in developing the new oat milk drink showed over three in five people are concerned about having too much sugar in their diet, while Gen Z and

Millennials are concerned about too much dairy.

Over half of all adults claim to consume dairy free milks, rising to over 7 in 10 amongst Gen Z and Millennials. Adding dairy free milk to breakfast cereal or porridge is the most common use (56%), followed by adding it to tea or coffee (47%). Three in 10 claim to consume dairy free milk daily, with the highest everyday consumption among younger generations.

In Ireland, non-dairy milk sales in 2020 amounted to €68m, and the global market is estimated to be worth \$2.2bn by 2024 with sales growing 20% every year.

Out in the City is now available in the chilled cabinet in SuperValu stores nationwide as well as independent retailers, including Nolan's of Clontarf and Dennybrook Fair, and Aldi stores nationwide from June. See [www.outinthecity.ie](http://www.outinthecity.ie) for new stockists. Follow Out in the City on Instagram @out\_in\_the\_city for updates.

# Three Offaly businesses to showcase produce in SuperValu

**GERALDINE GRENNAN**

**T**hree Offaly food businesses have been selected to showcase their produce in SuperValu supermarkets as part of the Food Academy Programme.

The three successful producers are Oat In the City, based on the Offaly/Westmeath border in the townland of Ballybroder, which manufactures an organic oat drink; K.O Kombucha in Ferbane Enterprise Centre, which produces a craft brewed and organic kombucha, and Garryhinch Wood Exotic Mushrooms, an organic mushroom farm outside Portarlinton which manufactures a range of exotic mushrooms. The Food Academy Programme, which is now in its eight year, is a unique food development programme between SuperValu, Bord Bia and the Local Enterprise Offices, with participants receiving training in food safety, market research and branding, marketing, finance, sustainability and business development. Food Academy training is delivered at the 31 Local Enterprise Offices around the country, and Ciara McClafferty, Trading Director of SuperValu, praised the partnership approach of the programme and said SuperValu are “proud to continue to support local producers in Offaly.

“The programme allows us to use our experience to help small businesses through their journey, from the start-up to getting their products on our shelves 52 weeks of the year.”

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The Lynam family (in front) Marie Christine and Liam and their four children (l to r): Katheline, Marie, Colm and Daniel

## 'Essentially we are Irish farmers milking oats'

B



# Tullamore farmer launches new oat milk product

AN Offaly farmer has launched a brilliant new Oat Milk product to challenge leading brands on the market.

Many leading oat milk brands contain little or no naturally occurring oat fibre and are essentially sweetened water made from concentrate or syrup.

So says Tullamore farmer Liam Lynam who, this week, launched his Oat in the City real oat drink, made from Irish grown oats, locally sourced in the midlands.

The naturally 'milled' oat drink is fresh, extra creamy and gluten and dairy-free, as well as delivering real taste, on account of retaining all the oats' natural fibre and goodness.

"Our oat milk retains the oats' natural beta glucans, fibre and protein, and is low in natural sugars, with no added sugar. Most commercial oat drinks are made by stripping away the parts that have the fibre and protein, so you're mostly getting oat sugar", says Liam Lynam, who worked in the food sector for twenty years before returning to run the family farm.

The premium oat drink is already stocked in over 200 retail and hospitality outlets in the midlands including SuperValu stores, independent retailers and coffee shops, as well as Donnybrook Fair and Nolan's of Clontarf. Oat in the City was also selected as one of 50 local Irish producers to be stocked in all Aldi stores countrywide, in a special promotion next June, as part of the Grow with Aldi programme.

The range includes an Original Oat Milk and a Barista variety for coffee making, as well as a dairy-free chocolate flavoured oat drink, retailing at €2.80 for 750ml. The handy plastic bottle is fully recyclable, while an eco-friendly glass milk bottle range is also in production, with a cute retro style.

As well as being 100% Irish developed and made, Oat in the City is a fresh product, from the chilled cabinet, while most oat drinks are UHT. And, while a generic oat milk brand will have up to 5g of sugar, Oat in the City has just 0.4g of natural sugar from the cereal, with all the fibre and protein for healthy nutrition and a slow energy release.

Food provenance is becoming more important to consumers, as is sustainable food production, Liam Lynam explains, adding that using all the essential goodness of the oats equates to true



A Tullamore farmer has launched a new oat milk drink Oat in the City

sustainability, as food waste is one of the leading causes of climate change. Coffee shops, restaurants and the foodservices sector are expected to offer the natural oat milk alternative, with locally sourced Irish oats, as a welcome option for health-conscious consumers.

The fun, but truly authentic brand was created during lockdown by the farmer and food industry executive who was motivated by the success of natural high quality Irish brands and their ability to compete on the Irish and world stage. "We aim to change the retail offering for Irish consumers. Up to now we have international brands using globally sourced oat syrup. Now we have an Irish oat drink that is exceptionally better for gut health and nutrition, made by local food processors, using milled Irish oat flour."

Research commissioned by Liam Lynam in developing the new oat milk drink showed over three in five people are concerned about having too much sugar in their diet, while Gen Z and

Millennials are concerned about too much dairy.

Over half of all adults claim to consume dairy free milks; rising to over 7 in 10 amongst Gen Z and Millennials. Adding dairy free milk to breakfast cereal or porridge is the most common use (56%), followed by adding it to tea or coffee (47%). Three in 10 claim to consume dairy free milk daily, with the highest everyday consumption among younger generations.

In Ireland, non-dairy milk sales in 2020 amounted to €68m, and the global market is estimated to be worth \$2.2bn by 2024 with sales growing 20% every year.

Oat in the City is now available in the chilled cabinet in SuperValu stores nationwide as well independent retailers, including Nolan's of Clontarf and Donnybrook Fair, and Aldi stores nationwide from June. See [www.oatinthecity.ie](http://www.oatinthecity.ie) for new stockists. Follow Oat in The City on Instagram @oat\_in\_the\_city for updates.

## SuperValu supports local as three new Offaly Food Academy producers are listed in-store

SUPERVALU, Ireland's leading food retailer, is proud to announce that products from three new Offaly producers, who have successfully completed the Food Academy programme, are now on sale in SuperValu stores.

The three Offaly producers are **Oat in the City**, **KO Kombucha**, and **Garryhinch Wood Exotic Mushrooms**. The Offaly producers are three of 45 new Irish food producers who have completed the Food Academy programme.

Now in its eighth year, Food Academy is a unique food business development programme between SuperValu, Bord Bia and the Local Enterprise Offices. Participants in the programme receive training in food safety, market research and branding, marketing, finance, sustainability, and business development.

### WORKFORCE

New research conducted by SuperValu for the launch of Food Academy found that Irish food and drinks start-ups are optimistic about their future growth, with 93% indicating they expect revenue growth in 2021. Despite the various challenges posed for the sector by the COVID-19 pandemic, 71% of producers plan to expand their workforce in 2021.

Claire McClafferty, Trading Director, SuperValu, said: "We believe in local

continue to support local producers in Offaly. In collaboration with Bord Bia and Local Enterprise Offices, the Food Academy allows us to help new businesses grow and get the support they need. The survey shows that 96% of participants found the programme beneficial. The exposure to new customers, increased brand awareness, mentorship, and how the programme supports producers to grow sustainably, are invaluable elements highlighted by the producers. The programme allows us to use our experience to help small businesses through their journey. From the start up to getting their products on our shelves 52 weeks of the year."

The study shows that increased consumer demand for Irish products (41%) is the number one driver of growth, followed by increased exposure and opportunities through Food Academy (27%). At the same time, economic uncertainty and the impact of the COVID-19 pandemic are the most significant causes for concern for producers.

### APPROACH

Tara McCarthy, CEO of Bord Bia said: "The partnership approach of the Food Academy programme has created a real opportunity to cultivate sustainable small food and drink businesses by supporting them through the initial challenge phases

of growth. The producers receive a combination of commercial and marketing insight from Bord Bia as well as expert advice in branding, market research and business development, which arms them with the tools to strengthen their chances of success. These innovative and dynamic food businesses play an integral role in Ireland's agri-food sector both locally and nationally, so it's really encouraging to see a new wave of start-ups and entrepreneurs optimistic about the future."

The research also shows that survey respondents believe the Food Academy programme delivers value for their business, from the increased brand exposure, access to new customers, mentoring and sustainable growth opportunities.

The 31 Local Enterprise Offices deliver Food Academy training across the country and Oisín Geoghegan of the Local Enterprise Offices, said: "As the new research shows, Food Academy producers are optimistic about the industry's future with the majority forecasting sales growth and new jobs this year, which is an encouraging sign. And for small businesses in the sector, Local Enterprise Offices can help them start-up through the Digital School of Food and the Food Starter programme, get

them 'market-ready' through the Food Academy programme and help them to grow even further through mentoring and financial supports."

The survey respondents also stated that the top two reasons they believe consumers choose to buy Irish, is to support local producers and the quality of locally sourced food and drink products.

The Food Academy programme currently supports 290 Irish food and drink producers, including 140 female entrepreneurs, generating €170m in sales. In 2020, there was a 15% growth in SuperValu Food Academy sales, with participants earning €28m. The Food Academy programme supports 1,500 jobs in local communities nationwide.

## Midlands farmer launches brilliant new Oat Milk product



by Longford Leader reporter 23 May 2021  
Email: [newsroom@longfordleader.ie](mailto:newsroom@longfordleader.ie)

share 0 comments





# Offaly farmer launches brilliant new Oat Milk product



by **Reporter** 20 May 2021

share 0 comments



## Milking Irish oats

A Tullamore farmer has set his sights on milking the Irish market

for non-dairy milk sales, which in 2020 amounted to €68m. The global market for plant milks is estimated to be worth \$2.2bn by 2024, with sales growing 20% every year.

Liam Lynam has launched his Oat in the City real oat drink, made from Irish oats, locally grown in the midlands. The natural milked oat drink is fresh, creamy and gluten and dairy-free, delivering an authentic taste by retaining all the oats' natural fibre and goodness.

Lynam, who worked in the food sector for 20 years before returning to run the family farm, says many leading oat milk brands contain little or no naturally occurring oat fibre and are essentially sweetened water made from concentrate or syrup.

"Our oat milk retains the oats' natural beta glucans, fibre and protein, and is low in natural sugars, with no added sugar," he says. "Most commercial oat drinks are made by stripping away the parts that have the fibre and protein, so you're mostly getting oat sugar."

Over 200 retail and hospitality outlets in the midlands including SuperValu stores, independent retailers and coffee shops are already stocking the premium oat drink. Oat in the City was also selected as one of 50 local Irish producers to be stocked in all Aldi stores countrywide, in a special promotion recently, as part of the Grow with Aldi programme.

The range includes an Original Oat Milk and a Barista variety for coffee making, as well as a dairy-free chocolate flavoured oat drink, retailing at €2.80 for 750ml.

The Oat in the City food start-up currently employs three people with a target of creating 10 jobs in the next three years and growing

turnover to over €5m.

As well as being 100% Irish developed and made, Oat in the City is a fresh product, from the chilled cabinet, while most oat drinks are UHT. And, while generic oat milk brands will have up to 5g of sugar, Oat in the City has just 0.4g of natural sugar from the cereal, alongside fibre and protein for healthy nutrition and a slow energy release.

Oat in the City is now available in the chilled cabinet in SuperValu and Aldi stores nationwide as well as independent retailers.

See [www.oatinthecity.ie](http://www.oatinthecity.ie) for new stockists and Instagram @oat\_in\_the\_city for updates.



The Oat in the City range includes an Original Oat Milk and a Barista variety for coffee making, as well as a dairy-free chocolate flavoured variety



## Midlands farmer launches oat drink to challenge leading brands

Oat in the City drinks retain oats' natural beta glucans, fibre, and protein, are gluten-free, low in natural sugars, and have no added sugars

 Print





Paul Moore Photography



Conor Halpin

16/06/2021



Reading Time: 8 minutes

## Offaly farmer finds niche with 'Oat in the City' drink

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# MEDIA SOCIAL COVERAGE

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May-Jun 2021

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# BUSINESS POST - TWITTER

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FOLLOWERS: 98.5K



**Business Post**  @businessposthq · Jun 4

...

Start-up founder says its oat-based drinks, which go on sale in Aldi today, are a healthy alternative to other oat-based products which contain high levels of sugar, writes [@donalmacnamee97](#).



Making it Work: Aldi deal puts Oat in the City on the right road to a h...  
Start-up founder says its oat-based drinks, which go on sale in Aldi today, are a healthy alternative to other oat-based products which ...  
[businesspost.ie](#)



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# STAR CHIC - INSTAGRAM



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# FOOD & WINE - TWITTER

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FOLLOWERS: 60.5K



**FOOD&WINE Magazine Ireland** @foodandwineIE · 28m



Whether you're eyeing up a hotel stay, a picnic by the sea or simply upping your home-cooking game, there's plenty of inspiration in this week's Bite-Size.

[@Nurish\\_ie](#) [@ashfordcastle](#) [@myapricotkitchn](#) [@SuperValuIRL](#)



**Bite-Size: the latest food and drinks news**

There's exciting news from lots of Irish brands and if you're looking to escape, well, one hotel just might be the dream foodie destination

[foodandwine.ie](#)



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# FOOD & WINE - INSTAGRAM

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FOLLOWERS: 20.7K



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# IRISH FARMERS JOURNAL - TWITTER

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FOLLOWERS:42.7K



**Irish Farmers Journal**  @farmersjournal · 31m



Great to see more innovation from Irish tillage farmers.



Farm launches Offaly good oat drink

The Lynams use their own oats to produce the product, which will be available in the shops this week.

[farmersjournal.ie](https://farmersjournal.ie)



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# IRISH FARMERS JOURNAL - FACEBOOK

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FOLLOWERS:158K

**Irish Farmers Journal** 

May 21 at 10:15 PM · 

...

Great to see more innovation from Irish tillage farmers.



FARMERSJOURNAL.IE

**Farm launches Offaly good oat drink**

The Lynams use their own oats to produce the product, which wi...

 5

4 Shares

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# SHEFLIFE - TWITTER

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FOLLOWERS: 5.5K



**ShelfLife.ie** @ShelfLifedotie · 8m



Midlands farmer launches oat drink to challenge leading brands  
[shelflife.ie/midlands-farme...](https://shelflife.ie/midlands-farme...) #oats #glutenfree #fibre #protein #dairyfree



Midlands farmer launches oat drink to challenge l...  
A Tullamore farmer has set his sights on milking  
the Irish market for non-dairy milk sales, which in...  
[shelflife.ie](https://shelflife.ie)



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# SHEFLIFE - FACEBOOK

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FOLLOWERS: 2.6K

**ShelfLife Magazine**6m · 🌐...

Midlands farmer launches oat drink to challenge leading brands  
Oat in the City drinks retain oats' natural beta glucans, fibre, and protein, are gluten-free, low in natural sugars, and have no added sugars



SHEFLIFE.IE

**Midlands farmer launches oat drink to challenge leading brands - Shelflife Magazine**

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# AGRILAND - TWITTER

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# AGRILAND - FACEBOOK

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FOLLOWERS: 191K



**Agriland.ie**

May 21 at 4:22 PM · 🌐



Oat-based drinks grow in popularity



AGRILAND.IE

**Milking Irish oats: Midlands farmer launches 'Oat in the City' - Agriland.ie**

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# OFFALY NEWS - FACEBOOK

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Offaly News

16h · 🌐



The brilliant new products is in shop across the country no



OFFALYEXPRESS.IE

**Offaly farmer launches brilliant new Oat Milk product that's in shops now**

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# OFFALY EXPRESS - TWITTER

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FOLLOWERS: 6K



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# LONGFORD LEADER- FACEBOOK

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FOLLOWERS: 25K



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# LONGFORD LEADER- TWITTER

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FOLLOWERS: 10.2K



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# MEDIA/INFLUENCER GIFTING SOCIAL COVERAGE

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May-Jun 2021

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# LORRAINE KEANE - PRESENTER

36K Followers



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# FIONNUALA MORAN

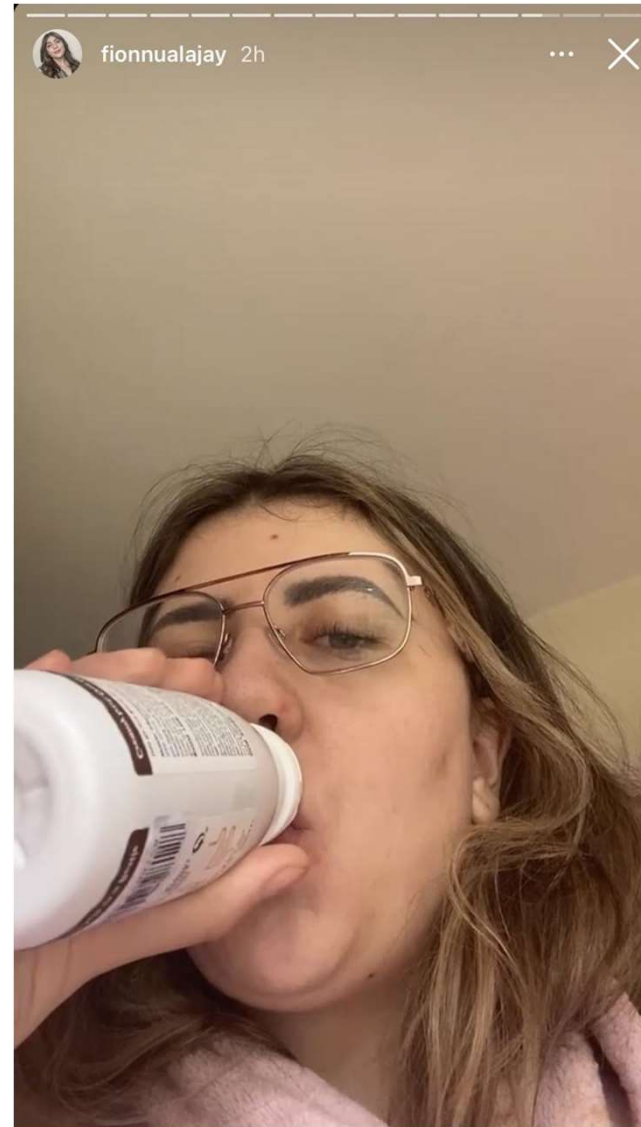
9.8k followers



# FIONNUALA JONES

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# TEODORA SUTRA

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# CIARA MCNULTY - DIETITIAN

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# INDY POWER - COOKBOOK AUTHOR

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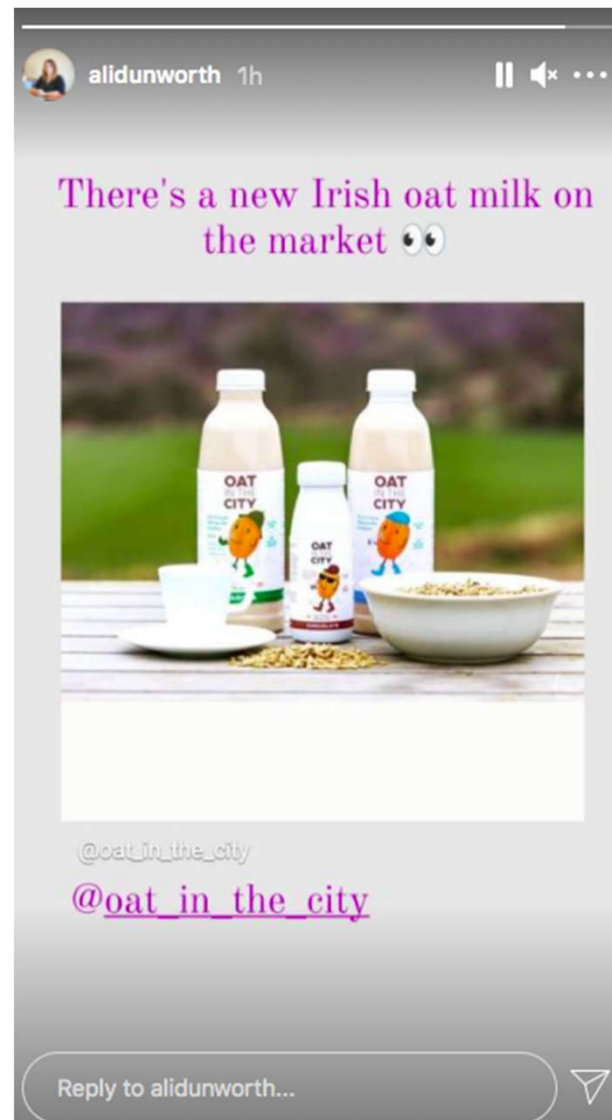


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# ALI DUNWORTH - FOOD JOURNALIST

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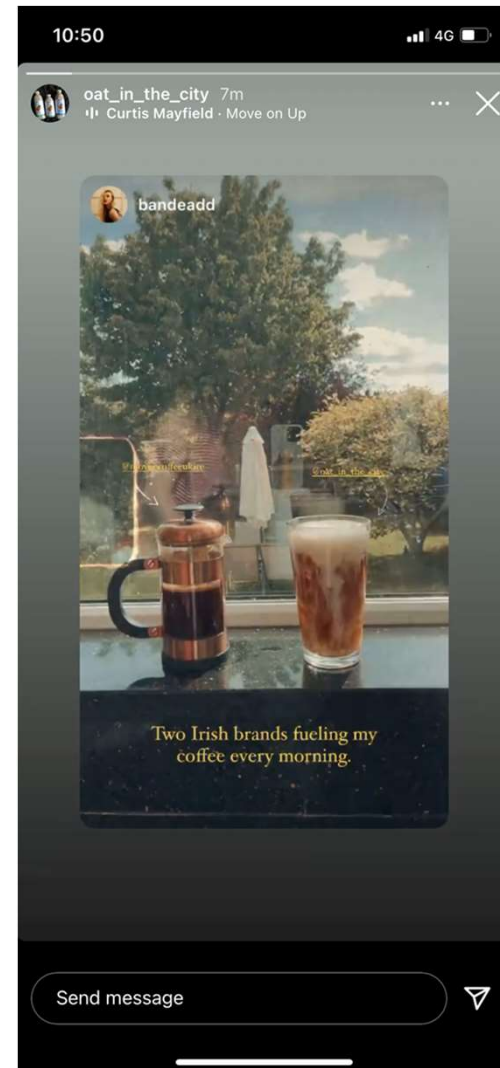


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# EADAOIN FITZMAURICE - CONTENT CREATOR

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# PAMELA LAIRD - ENTREPRENEUR

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# SIOBHAN MCCAULEY - LIFESTYLE BLOGGER

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FOLLOWERS: 30.6K



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# TARA STEWART - 2FM DJ

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FOLLOWERS: 24.6K

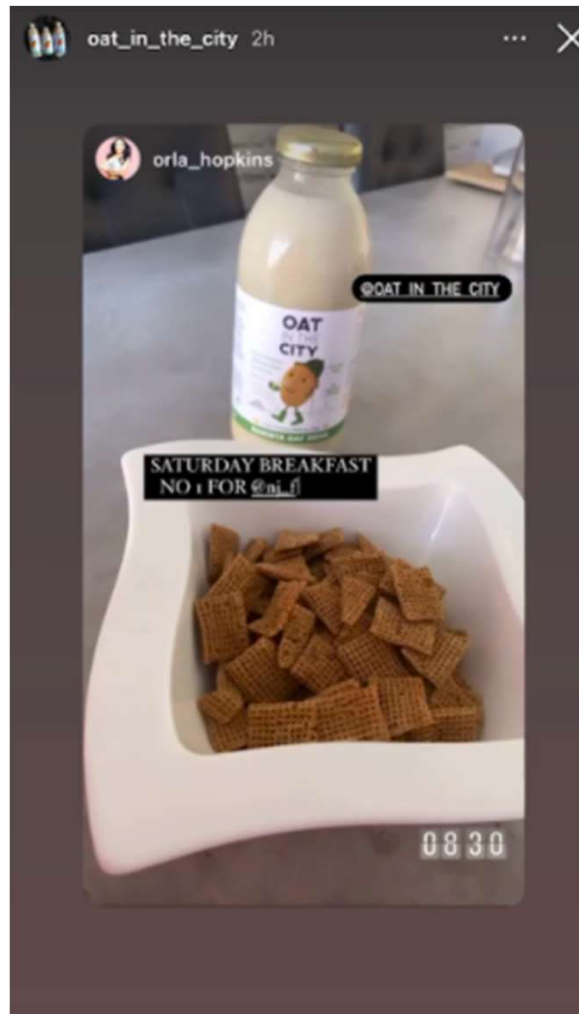


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# ORLA HOPKINS - FITNESS ENTREPRENEUR

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[FOLLOWERS: 22.3K](#)



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# TRACEY QUINN - WRITER

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FOLLOWING: 20.4K



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