

OATLAWS®

PRESS RELEASE, FREE FOR PUBLICATION ON 8 March 2018

Finnish Oatlaws a winner at World Food Innovation Awards 2018

Oatlaws, a Finnish company led by Teppo Ylä-Hemmilä, received the best new brand/business award at the World Food Innovation Awards 2018. In addition to developing this grand-prize-winning brand, the company reached the finals with Power Oats Pro in the category for best health or wellness product.

The London-based World Food Innovation Awards is the industry's most esteemed annual competition, this year attracting more than 200 food and beverage companies, from 29 countries.

Ylä-Hemmilä says: 'When companies export food products from Finland, the most commonly used sales point is the purity of Finnish nature, but that's not enough. International competition is very tough, and differentiating yourself demands a sharper message that attracts people globally. At Oatlaws, we want to offer oats that are "illegally good". The product provides a faster and more nourishing breakfast or snack than you've ever had before. We created a lifestyle brand around oats, and we are thrilled to receive this recognition for all the work put into it. I hope this also inspires other Finnish oat producers to enter international markets, because the road is now open.'

FOR MORE INFORMATION, PLEASE CONTACT:

Teppo Ylä-Hemmilä,
Oatlaws,
at tel. +358 44 274 2005