

The perfect packaging for a growing family of oat drinks

A case study of our collaboration with Glebe Farm Foods





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Growing from its roots in the local market stalls of Huntingdon, Cambridgeshire, Glebe Farm Foods has become a reputable supplier of gluten-free oats.

Founders Rebecca and Philip Rayner, who consider themselves farmers first and foremost, operate Glebe Farm Foods as an independent business. The UK farm grows and processes gluten-free oats into porridge flakes, oat flour and the brand's much-loved gluten-free oat drink range, PureOaty.

Glebe Farm Foods is involved in every step of growing, milling and manufacturing the oats in its purpose-built facility, as part of its ongoing commitment to food transparency.

As the popularity of dairy alternative drinks continues to rise in the UK, with

volume sales of oat milk increasing by 29%¹ in the last two years, Glebe Farm Foods experienced an increase in demand for its PureOaty range. Encouraged by this, the business sought to explore beverage carton packaging that could support its sustainability ambitions in being both made of renewable materials and recyclable². As a producer of paper-based aseptic carton packages, which allow liquid food to retain taste and nutritional value without the need for preservatives or refrigeration, Tetra Pak was the natural choice.

Glebe Farm Foods selected the Tetra Brik® Aseptic Edge 1 Litre packaging format for its PureOaty 'Barista' and 'Creamy and Enriched' products, alongside its recently launched 'Organic' variety, and 'Coconut', 'Almond' and 'Soya' alternatives.

¹Nielsen Scantrak, June 2023

²In the UK 97% of local authorities collect cartons for recycling, through a combination of kerbside collection and bring banks.



This aseptic package doesn't require refrigerated storage, with ambient distribution methods allowing the business to capitalise on opportunities across the globe. It is Forest Stewardship Council® (FSC®)³ certified, and consists of, 72% paperboard from responsibly managed forests and other controlled sources, 24% plastic and 4% aluminium. By using Tetra Brik® Aseptic Edge cartons, Glebe Farm Foods is able to offer consumers a packaging option, made mostly from renewable materials.

For the caps on its cartons, Glebe Farm Foods uses Tetra Pak LightWing™ 30 tethered cap. By remaining attached to the package, these caps play an important role in helping to reduce litter. They also have a self-locking hinge, making them convenient for in-home use by making the package easy to open and reseal.

Tetra Pak is also helping reduce the carbon footprint of PureOaty by facilitating the full production of the product on site. The recent installation of the Tetra Pak® A3/Flex filling line enables Glebe Farm Foods to go from oats in the field to oat drink in the carton, on site, within 150 metres, significantly reducing food miles.

Tetra Pak is able to support Glebe Farm Foods on this journey, because of its commitment to transforming global food systems and helping to drive change through its collaboration with customers, governments, partners and NGOs.

³The FSC license code for Tetra Pak is FSC® C014047

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