

UNCLE TOBYS and Heart Foundation team up for Aussie heart health

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In a new three-year partnership with the Heart Foundation, UNCLE TOBYS aims to help people in Australia understand the benefits of including rolled oats in their everyday diet.

Heart health is a significant concern among Australians, with around 30 per cent of Aussies living with high cholesterol, a known risk factor impacting heart health. UNCLE TOBYS rolled oats naturally contain beta-glucan, which is a special type of fibre which can help address this risk by working to lower cholesterol. UNCLE TOBYS rolled oats can easily be incorporated into a heart-healthy eating pattern to address this risk.

Each serving of UNCLE TOBYS Traditional Rolled Oats and UNCLE TOBYS Quick Rolled Oats contains 1.6g of beta-glucan per 40g, and just 3g of beta-glucan is required each day to help lower cholesterol as part of a diet low in saturated fat.

Head of UNCLE TOBYS Oats Marketing, Kimberley Finsten, said, "In our collaboration with the Heart Foundation, we want to inspire Australians to enjoy rolled oats as part of their routine to help manage cholesterol and support heart health.

"Together, we're working to make a positive impact on all Australians, one bowl at a time."

Heart Foundation CEO, David Lloyd, welcomed the partnership and said it would help the Heart Foundation work towards its vision for an Australia free of heart disease.

“By working together with UNCLE TOBYS, we can help more people in Australia manage their cholesterol and support heart health,” he said.