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Battle Oats

Yorkshire nutrition company announces £40,000 national sponsorship of Total Warrior events



Battle Oats, the Hull-based nutrition business which specialises in gluten-free high protein bars, will this summer sponsor Total Warrior's extreme sports events across Scotland and the north of England, five years after the company's founders first took on the mud-filled obstacle race themselves!

Hessle-based entrepreneurs Kevin Smith and Shaun Gibbins participated in an early Total Warrior 10k in the Lake District back in 2012, just before Battle Oats was conceived, and they have been keen to support the increasingly popular events.

"Both Shaun and I love sports and taking on new challenges, I've taken part in endurance cycle rides and trekked to Mount Everest Base Camp in 2006, while Shaun is a crossfit enthusiast, so when the craze for obstacle racing started, we were keen to give Total Warrior a try," explains Kevin. "The courses really are gruelling and push even the fittest athletes to their limits as I found out when I took part in the event again last year. We're really pleased to have teamed up with Total Warrior and our four-strong office team will be taking part in this year's Lake District event."

Battle Oats will supply 20,000 of its protein snack bars to participants at the Total Warrior events at Bramham Park, Leeds (24th and 25th June); Shap in the Lake District (5th and 6th August); and Edinburgh (16th and 17th September).

Adam Dickinson, director of Total Warrior, commented: "It's fantastic to be joining forces with Battle Oats. Having supported our events as participants themselves over the years, they really understand what we're all about, which is really important for our partnership. With challenging 10km and 10 mile courses comprising 30 obstacles each, I'm sure that our participants will really appreciate a high protein bar to help them battle through to the finish line!"



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Over the last three years, Battle Oats has grown into a leading brand in nutrition snacks, selling more than one million bars last year. Available through health stores, independent gyms and climbing walls throughout the UK, the company also has distribution in Ireland, Netherlands and Kuwait and now exports to over 10 countries. Kevin has recently returned from San Francisco where Battle Oats exhibited at the Winter Fancy Food Show as part of a Northern Powerhouse trade mission with the Department for International Trade (DIT).

Kevin adds: “We’ve really benefitted from the trend for ‘food on the go’ as well as the increased interest in healthy lifestyles with more focus on natural products and exercise driving demand for high protein snacks. The business is going from strength to strength and we have some exciting plans for the year ahead.”