Unleash the Power *of* QUAKER® Oats

FREE instant cup rack available!

Ask your sales rep for more information

Rack dimensions: W: 5.25" L: 16.65" H: 20.25"

QUAKER®
Instant Oatmeal

Quaker® Instant Oatmeal Cups are the perfect breakfast solution for consumers on the go

92%	27%	23%
of adults eat breakfast during the week and on weekends[1]	of weekday breakfast consumers eat in transit or at their destination[2]	morning meal percentage of traffic share[3]

- Top 2 attributes breakfast consumers seek are **health** and **convenience**[4]
- **Oatmeal is the 7th best-selling breakfast food in Foodservice,** growing servings by +2%[5]
- **Oatmeal** menu penetration in restaurants **has grown 11.5%** over the last 10 years[6]

SOLUTION

Quaker® Instant Oatmeal Cups

★ **Easy Grab 'n Go**
1) Pull the top
2) Pour hot water
3) Enjoy

★ Nutritious and Delicious — good source of fiber and 9 other essential nutrients — for under 200 calories

★ Classic flavors in a convenient on-the-go cup for busy lifestyles

Flavor	UPC	GTIN	Case Pack	Unit Size
Maple Brown Sugar	31971	00030000319710	24 cups	1.69 oz.
Apples & Cinnamon	31973	00030000319734	24 cups	1.51 oz.

[1]Mintel Breakfast Foods, US – July 2018 [2]Mintel Breakfast Foods, US – July 2018 [3]NPD Crest 4/2018-3/2019 [4]Mintel Breakfast Foods, US – July 2018
[5]NPD Crest Jan 2018-Dec 2018 [6]Datassential Menutrends 2009-2019

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