

OATMEAL

it's smart for your heart



Oatmeal: It's **Good** For Your Heart



Whole grain oats are the original “cholesterol buster” and the **first** whole grain recognized by the FDA to help reduce cholesterol. Studies show that the soluble fiber in oats helps reduce both total and LDL (or bad) cholesterol, two critical factors in supporting heart health.



The science behind the claim . . .

More than 40 scientific studies confirm that eating oatmeal daily can help lower blood cholesterol, and can help reduce the risk of heart disease. Experts believe it is the soluble fiber (beta glucan) in oatmeal that helps reduce blood cholesterol levels.¹

Oatmeal is more than a cholesterol-free food. It actively helps remove cholesterol from the body.

How? In simple terms, oat soluble fiber binds with some of the cholesterol in your digestive tract in much the same way a sponge soaks up water. This cholesterol is “trapped” and removed from your body naturally.

FIBER FACTS

Fiber only comes from plant foods such as fruits, vegetables, beans and whole grains. Most of these foods contain a combination of two types of dietary fiber: soluble and insoluble.

- **Soluble fiber** acts like a sponge to trap cholesterol and remove it.
- **Insoluble fiber** acts like a broom to keep the digestive tract clean and running smoothly.

¹ Three grams of soluble fiber from oatmeal in a diet low in saturated fat and cholesterol may reduce the risk of heart disease.

How Much Oatmeal Do I Need?

Most people will experience a reduction in blood cholesterol if they eat **a good-size bowl of oatmeal (1-1/2 cups cooked) every day for 30 days**. That's the equivalent of about 3/4 cup uncooked oats or **3 grams** of oat soluble fiber.

Reaching this daily goal is easy. Simply choose any combination of the oatmeal products below that adds up to at least three hearts.

Remember, 3 grams of soluble fiber from oats each day is the goal. However, all oatmeal products (Old Fashioned, Quick and Instant) are whole grain foods that can contribute to a nutritious diet in any amount.

1 Gram of Oat Soluble Fiber = ♥
Daily Goal = ♥♥♥



Old Fashioned and Quick Quaker® Oats

1 cup cooked = ♥♥

1-1/2 cups cooked (3/4 cup uncooked) = ♥♥♥♥

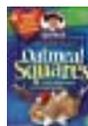


Instant Quaker® Oatmeal²

1 packet = ♥

Quaker® Take Heart Instant Oatmeal

1 packet = ♥ + 1/2



Quaker® Steel Cut Oats

1/4 cup uncooked = ♥♥

1/3 cup + 2 Tbsp. uncooked = ♥♥♥

Quaker® Oatmeal Squares Cereal

1 cup = ♥

Quaker® Oatmeal to Go

1 bar = ♥



Quaker® Oat Bran Hot Cereal

1 cup cooked = ♥♥♥

² Instant Quaker® Oatmeal (only packages marked “helps lower cholesterol”)

Make Breakfast a Boost For Your Heart

Breakfast is the first meal of the day and the first opportunity to treat your heart right.

Why Breakfast?

- Breakfast helps to jump-start your metabolism and gives you a head start on meeting vitamin, mineral and fiber needs.
- Eating breakfast is an easy way to get three whole grain servings – the recommended number of daily whole grain servings.

Why Oatmeal?

- Oats contain vitamins, minerals and unique antioxidants, in addition to more protein than other common grains.
- One good-size bowl of Quaker Oats (1-1/2 cups cooked) provides all the **soluble fiber proven to help lower cholesterol levels** and **three whole grain servings**.
- Quaker® Old Fashioned and Quick Oats, Quaker® Steel Cut Oats, and packages of Instant Quaker® Oatmeal marked “helps lower cholesterol” provide the same cholesterol-lowering benefit. They are **all** made with whole grain oats.
- Oatmeal is a great breakfast choice, even when you're on the go. Tuck an Oatmeal to Go bar in your briefcase or bring a small resealable bag filled with Oatmeal Squares cereal and dried fruit.

Take the Smart Heart Challenge™

Now that you know about the benefits of oatmeal, take the Quaker Smart Heart Challenge™ and find out if you can lower your cholesterol. The Quaker Smart Heart Challenge™ is as simple as **1-2-3**.



- 1** Have your blood cholesterol checked by a healthcare provider.
- 2** Eat a good-size bowl of Quaker Oatmeal (1-1/2 cups cooked) or other Quaker Oat products that provide 3 grams of soluble fiber every day as part of a diet that is low in saturated fat and cholesterol. Oatmeal should replace foods you are currently choosing.
TIP: Use the easy tools such as the interactive scorecard on our website at www.quakeroatmeal.com to keep track.
- 3** Have your cholesterol tested again after 30 days.
TIP: Continue to eat Quaker Oatmeal regularly and maintain your heart-healthy lifestyle.



Breakfast and Body Weight

In addition to promoting heart health, starting the day with a healthy breakfast also can be good for your waistline!

- Eating breakfast is a common practice for people who have lost weight and successfully kept it off.³
- Oatmeal helps keep you full. Oatmeal is more filling than many other breakfast foods, such as bread, eggs and yogurt.⁴ Eating nutritious breakfast foods that help fill you up can make it easier to skip that mid-morning snack.

Visit MyPyramid.gov for more information on whole grains and the Dietary Guidelines.



MyPyramid.gov
STEPS TO A HEALTHIER YOU

SOURCE: U.S. Department of Agriculture

For more information about oatmeal and heart health, or the Smart Heart Challenge™, visit www.quakeroatmeal.com.

³ Eating Breakfast Is Important for Successful Long-Term Weight Loss (Obes Res 2002;10:78-81).
⁴ A Satiety Index of Common Foods (Eur J Clin Nutr 1995;49:675-690).

Oatmeal: Lots of Ways, Every Day

Oats are one of the most versatile whole grains in a heart-healthy diet. They also can be enjoyed throughout the day.



BREAKFAST TIME

- Top hot oatmeal with favorite heart-healthy toppings such as blueberries and almonds or maple syrup and cranberries.
- Stir uncooked oats into lowfat yogurt with fruit and a few chopped walnuts.
- Enjoy a homemade oatmeal muffin as part of a balanced breakfast. (Bake and freeze on the weekend and warm in the microwave oven.)
- Take packets of instant oatmeal to work or when you travel and add hot water for an easy breakfast or snack.

SNACK TIME



- Combine lowfat vanilla yogurt, oats and a sliced banana in the blender for a fast smoothie.
- For a treat, enjoy an oatmeal-raisin cookie and satisfy your sweet tooth.

DINNER TIME



- Combine oats and favorite seasonings. Dip chicken or fish fillets first in beaten egg whites, then in seasoned oats. Lightly coat with cooking spray and bake.
- Use oats instead of bread or cracker crumbs when making meatloaf.
- Thicken soups and chilis with whole grain oats.
- Toast old fashioned oats in shallow baking pan at 350°F until golden brown; cool. Sprinkle over salads and soup.



Glazed Honey Orange Oat Muffins

Preparation Time: 20 minutes

Baking Time: 15 to 17 minutes

- 1 cup QUAKER Oats (quick or old fashioned, uncooked)
- 2/3 cup lowfat buttermilk
- 1/2 cup *plus* 1 teaspoon orange juice, *divided*
- 1/4 cup *plus* 1 tablespoon honey, *divided*
- 2 tablespoons canola oil
- 2 teaspoons grated orange peel, *divided*
- 1 egg
- 1-1/4 cups all-purpose flour
- 1/4 cup toasted wheat germ
- 2-1/2 teaspoons baking powder
- 1/2 teaspoon baking soda
- 1/4 teaspoon salt

Heat oven to 400°F. Spray bottoms only of 12 medium muffin cups with cooking spray. In large bowl, combine oats, buttermilk, 1/2 cup orange juice, 1/4 cup honey, oil and 1-1/2 teaspoons orange peel; stir well. Let stand 10 minutes. Add egg; mix well. In medium bowl, combine flour, wheat germ, baking powder, baking soda and salt; mix well. Add to oat mixture; stir just until dry ingredients are moistened. (*Do not overmix.*) Fill muffin cups almost full. Bake 15 to 17 minutes, or until light golden brown. (*Do not overbake.*) Cool muffins in pan 2 minutes; remove from pan to wire rack. Cool 5 minutes. In custard cup or small bowl, stir together remaining honey, orange juice and peel. Dip tops of muffins into honey mixture, allowing excess to drip off. Serve warm. To store leftovers, wrap airtight and freeze up to 3 months. To defrost, place one muffin on napkin. Microwave on HIGH (100% power) 30 seconds or until warm.

1 DOZEN

Nutrition Information (1 muffin): Calories 150, Calories From Fat 35, Total Fat 3.5g, Saturated Fat 0.5g, Trans Fat 0g, Cholesterol 20mg, Sodium 200mg, Total Carbohydrates 25g, Dietary Fiber 1g, Sugars 10g, Protein 4g.

Cook's Tip: Substitute quick (1 minute) or old fashioned (5 minutes) oats for up to one-third of the flour called for in favorite recipes for muffins, biscuits and scones, loaf-type quick breads, cookies and bars. Bake and freeze muffins on the weekend for a quick and special treat during the week.

Mediterranean Turkey Meatloaf

Preparation Time: 20 minutes

Baking Time: 35 to 40 minutes

- 1 package (10 oz.) frozen chopped spinach, thawed and squeezed dry
- 1/2 cup finely chopped onion
- 1/4 to 1/3 cup crumbled reduced-fat feta cheese
- 1 cup QUAKER Oats (quick or old fashioned, uncooked)
- 1/3 cup skim milk
- 1 egg OR 2 egg whites
- 1 teaspoon dried oregano
- 3/4 teaspoon garlic powder
- 1/2 teaspoon salt
- 1/4 teaspoon ground black pepper
- 1-1/2 pounds ground turkey breast
- 1/2 cup chopped seeded plum tomatoes*

* If desired, 1/4 cup sun-dried tomatoes may be substituted. Soften according to package directions and chop.

Heat oven to 375°F. Spray 13 x 9-inch baking dish with cooking spray; set aside. In small skillet sprayed with cooking spray, cook spinach and onion over low heat 4 to 6 minutes or until onion is tender. Remove from heat; cool slightly. Stir in cheese; set aside. In large bowl, combine oats, milk, egg, oregano, garlic, salt and pepper; mix well. Add turkey and tomatoes; mix gently. Shape two-thirds of turkey mixture into 9 x 6-inch loaf in prepared baking dish. Make deep indentation down center of turkey mixture, leaving 1-1/2 inches around edges of loaf; fill with spinach mixture. Top with remaining turkey mixture to completely cover filling; pinch edges to seal, shaping into loaf. Bake 35 to 40 minutes or until juices run clear. Let stand 5 minutes before slicing.

8 SERVINGS

Nutrition Information (1/8 of recipe using whole egg): Calories 170, Calories From Fat 30, Total Fat 3g, Saturated Fat 1g, Trans Fat 0g, Cholesterol 70mg, Sodium 290mg, Total Carbohydrates 11g, Dietary Fiber 3g, Sugars 2g, Protein 26g.

Nutrition Information (1/8 of recipe using egg whites): Calories 160, Calories From Fat 25, Total Fat 2.5g, Saturated Fat 1g, Trans Fat 0g, Cholesterol 45mg, Sodium 300mg, Total Carbohydrates 11g, Dietary Fiber 3g, Sugars 2g, Protein 26g.





Fruit and Nut Oatmeal Cookies

Preparation Time: 20 minutes

Baking Time: 9 to 11 minutes

- 1 cup firmly packed brown sugar
- 1 egg
- 1/2 cup unsweetened applesauce
- 1/4 cup *plus* 2 tablespoons canola oil
- 1 teaspoon vanilla
- 3/4 cup whole-wheat flour
- 1/2 cup all-purpose flour
- 1 teaspoon baking soda
- 1 teaspoon ground cinnamon
- 1/2 teaspoon salt
- 2 cups QUAKER Oats (quick or old fashioned, uncooked)*
- 2/3 cup diced dried mixed fruits OR dried cranberries
- 1/3 cup chopped toasted walnuts

** If using old fashioned oats, add 3 additional tablespoons all-purpose flour.*

Heat oven to 350°F. In large bowl, beat brown sugar, egg, applesauce, oil and vanilla on medium speed of electric mixer until well blended. Add combined flours, baking soda, cinnamon and salt; beat on low speed just until blended. Stir in oats, fruit and walnuts; mix well. *(Dough will be moist.)* Drop dough by level measuring tablespoonfuls about 2 inches apart onto ungreased cookie sheets. Bake 9 to 11 minutes or until edges are light golden brown. *(Do not overbake. Centers will look soft.)* Cool 1 to 2 minutes on cookie sheets. With wide spatula, transfer to wire racks. Cool completely. Store cookies in tightly covered container, separating layers with waxed paper, up to 2 days. For longer storage, freeze.

ABOUT 5 DOZEN

Nutrition Information (2 cookies): Calories 110, Calories From Fat 35, Total Fat 4g, Saturated Fat 0g, Trans Fat 0g, Cholesterol 5mg, Sodium 90mg, Total Carbohydrates 16g, Dietary Fiber 1g, Sugars 8g, Protein 2g.

For more delicious recipes,
visit www.quakeroatmeal.com