Social Media Thought Starters

Nutrition/Health Snippet

Twitter: Whole grains — like oats — have been shown to help support heart health. Due to the soluble fiber called beta-glucan, oats can help with your heart-healthy diet. Find out more from @Quaker: https://bit.ly/2U8ugd1

Facebook: Whole grains — and in particular oats — have been repeatedly shown to help support heart health. Thanks to the soluble fiber called beta-glucan, oats can help with your heart-healthy diet. Find out more about the heart health benefits of oats from @Quaker: https://bit.ly/2U8ugd1

Recipe 1

Twitter: Oats are highly versatile and can be used for more than just breakfast. Try this Chicken Oat Patty that uses @Quaker Oats in a way you might not expect: https://bit.ly/2Bzct7s

Facebook: Oats are highly versatile, offering countless possibilities to help you get more nutrition and taste out of what we eat each day. Oats serve as a nutritious blank canvas to inspire culinary creativity — try this Chicken Oat Patty that uses @Quaker Oats in a way you might not expect: https://bit.ly/2Bzct7s

Recipe 2

Twitter: Are berries your jam? Jazz up your oats with this unique Balsamic Raspberry Oatmeal Bowl https://bit.ly/2tmpc8W

Facebook: From savory to sweet, hot to cold, oats can provide goodness any time of day. Are berries your jam? Jazz up your oats with this unique Balsamic Raspberry Oatmeal Bowl https://bit.ly/2tmpc8W

Timely Tip

Twitter: Now you can find @Quaker in the chilled beverage section with its newest product. Quaker Oat Beverage is a heart-healthy, delicious, new plant-based beverage with fiber from oat bran and chicory root. https://bit.ly/2DzEO93

Facebook: Look for @Quaker now in the chilled beverage section! Quaker Oat Beverage is a delicious, new plant-based beverage now available. Specifically formulated with fiber from oat bran and chicory root, Oat Beverage qualifies for the FDA heart health claim. https://bit.ly/2DzEO93

Link to Quaker Site

Twitter: Unsure how to start making changes to your eating habits? Check out this list from @Quaker highlighting 10 things you can do to improve your nutrition today: https://bit.ly/2EfgZse

Facebook: Unsure how to start making changes to your eating habits? Check out this list from @Quaker highlighting 10 things you can do to improve your nutrition today: https://bit.ly/2EfgZse
Blog Thought Starters

Topic: Fabulous Fiber

Experts recommend eating at least 25 to 38 grams of fiber a day from a variety of grains, fruits and vegetables (examples in the table below). But, fiber is a shortfall nutrient, which means most people aren’t getting the recommended amount.¹ Research shows that fiber can help support a heart-healthy diet and healthy digestive system.

The good news is that something as simple as a bowl of oats can help — oats are a good source of fiber, about half of which is the soluble fiber beta-glucan. One serving of oats provides 4 grams of fiber.

For ways to incorporate more fiber into your day, try one of these recipes:

Savory Zucchini Oatmeal Bowl: https://bit.ly/2GGI17Sz
Chia-Peach Overnight Oats: https://bit.ly/2V0AX0N

<table>
<thead>
<tr>
<th>Food/Serving</th>
<th>Dietary Fiber (g)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black Beans - 1/2 cup</td>
<td>7.5</td>
</tr>
<tr>
<td>Pear - 1 medium</td>
<td>5.5</td>
</tr>
<tr>
<td>Avocado - 1/2 cup</td>
<td>5.0</td>
</tr>
<tr>
<td>Apple - 1 medium</td>
<td>4.4</td>
</tr>
<tr>
<td>Quaker Old Fashioned Oats - 1/2 cup</td>
<td>4.0</td>
</tr>
<tr>
<td>Raspberries - 1/2 cup</td>
<td>4.0</td>
</tr>
<tr>
<td>Peas - 1/2 cup</td>
<td>4.0</td>
</tr>
<tr>
<td>Prunes - 1/2 cup</td>
<td>3.8</td>
</tr>
</tbody>
</table>


Topic: Oats — An Option for Everyone

There continues to be confusion around the different types of oats — from preparation, to cooking time, to nutritional value.

A fact that may surprise people is that each variety of Quaker Oats — instant, quick, old fashioned and steel cut — are 100% whole grain, and ounce per ounce, they all provide similar amounts of fiber, vitamins and minerals.

Registered Dietitian, Dawn Jackson Blatner, created a graphic to showcase the unique differences and similarities between the types of oats. Find your favorite variety using these ideas.

For Nutrition Professionals Only

For more information about oats visit QuakerOats.com

1. In order to receive these nutrition benefits, you’ll need more than 1 pouch of Instant Oats (1 pouch is less than ½ cup; 28 grams).

2. Pairings based on Quaker, December 2017 survey data (note: data not collected for quick oat pairings).