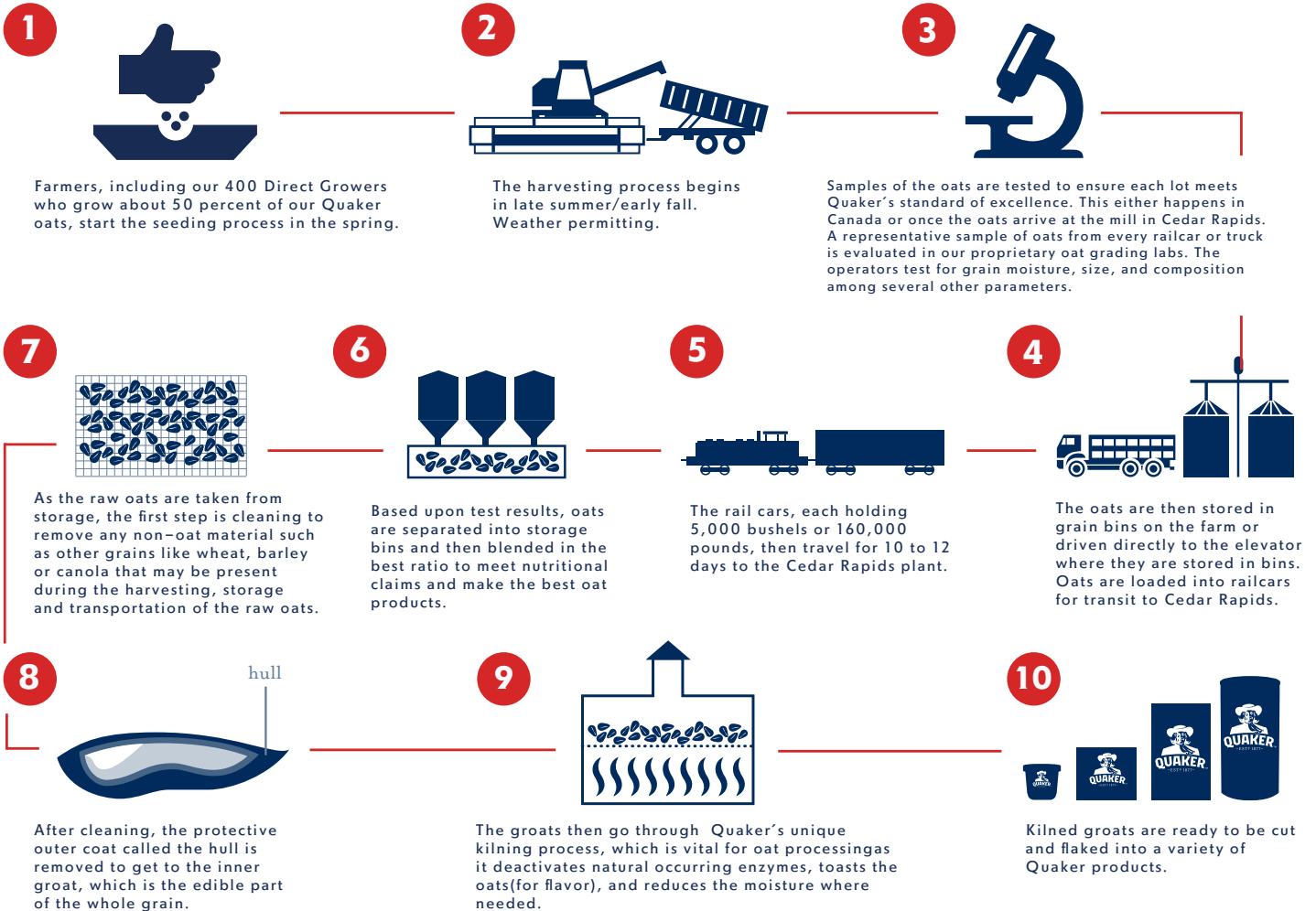


# Know Your Oats: From Seed to Spoon

We produce our oats thoughtfully, working closely with farmers and millers. The entire process applies the highest standards of **quality, taste, nutrition and safety.**



## Flaking Process

The most common product is the oat flake, which is what Quaker Old Fashioned Oats, Instant Oatmeal and Quick-Cooking Oats are. By making the groat into a flake, the cooking time is reduced from hours to minutes. The flaking process involves steaming the groats and passing them between two large flaking or pressing rolls. The goal is to make oat flakes of the correct thickness to meet the cooking directions of the product. If a shorter cooking time is desired, the same wholesome groats will get cut into smaller pieces before flaking.

## Cutting Process

In the oat cutting process, the groats are cut crosswise into smaller pieces. This is done on specialized machines called cutters, which use steel knives, and the resulting product is called Steel-Cut Oats. The cutting process was developed by Ferdinand Schumacher, one of the founders of The Quaker Oats Company back in 1875 and has gone through many improvements since then.

# Know Your Oats

Help your shoppers learn about the different oat types using the thought starters below to develop content in the platform you use most often, such as a **podcast, media segment, Facebook Live, Instagram stories or an in-store class**:

## Discover the Powerful Nutrition of the Oat

Help shoppers enjoy the nutrition benefits of oats by finding their favorite variety of oats. Contrary to popular belief, 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. Where they differ is shape, texture and cook time, so here is everything shoppers need to know to make their favorite bowl of Quaker Oats:



## An Option for Everyone:

### OLD FASHIONED OATS

Also called rolled oats, old fashioned oats are flat and flakey. They absorb more water and cook faster than steel cut oats and are the oat of choice for granola bars, cookies, and muffins.

### INSTANT OATMEAL/

### QUICK-COOKING OATS

Great for mornings when you need a quick bite, individually-packed instant oats are a thinner, more finely chopped version of rolled oats that have a soft texture. Try them in smoothies or a custard or swap for bread crumbs in meatballs or patties.

### STEEL CUT OATS

These oats are chopped into tiny pieces and have a tough texture before they are cooked. Also called Irish oatmeal, steel-cut oatmeal is chewier than rolled or instant and great in risotto or chili as a meat substitute.



Old Fashioned

### Traditional rolled oats

Cook in about 5 minutes on the stovetop or 2 ½ to 3 minutes in the microwave.



Quick

### Rolled and cut

Cooks in 1 minute on the stovetop or 1 ½ to 2 minutes in the microwave.



Instant

### Thinly rolled and finely cut

Microwave for just 90 seconds or let stand in ½ cup hot milk or boiling water for 2 minutes.



Steel Cut

### Cut, and not rolled

Quaker Original Steel Cut Oats cook on the stovetop in about 25 to 30 minutes, while Quick 3-Minute Oats are ready in just 3 minutes.

**QUAKER**

## Shopper Share Out: Discover Gluten Free Oats

While oats are naturally gluten free, they may come in contact with gluten-containing grains throughout the production process. That's why Quaker's milling experts developed a breakthrough system to deliver gluten free oatmeal consumers can trust, and provide those with celiac disease important nutrients like fiber. Help your shoppers look for specially marked packages to identify which Quaker products are gluten free.