

# QUAKER

## Breakfast from Coast-to-Coast

### PROTEIN PROS

6 IN 10 ❤️ THE  
TREND OF ADDING  
PROTEIN IN THE A.M.



### WAKE UP CALL

57% OF AMERICANS  
MAKE TIME FOR  
BREAKFAST DAILY



### SPICE TREND TRAILBLAZERS

3% SPICE UP THEIR  
OATS WITH HOT SAUCE



### FROM A.M. TO P.M.

45% LOVE BREAKFAST  
FOR DINNER



### STEEL CUT OATS

STEAL 30%  
OF HEARTS



NEARLY HALF  
PREFER SWEET OVER  
SAVORY AND SPICY

40%  
LOVE OATMEAL  
WITH CINNAMON

1 IN 4  
SAY "NO" TO THE  
AVOCADO TOAST  
BREAKFAST TREND

1 IN 10  
TOP OATS  
WITH EGGS



1 IN 5  
ARE INSPIRED  
BY DAD IN THE  
KITCHEN



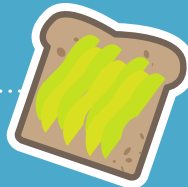
NUTRITION  
IS A TOP 3 BREAKFAST  
PRIORITY



OVER 50%  
SAVOR SAVORY  
BREAKFASTS



AVOCADO TOAST  
IS THE TOAST OF THE  
TOWN, NEARLY DOUBLE  
THAN OTHER REGIONS



25%  
START THEIR DAY  
WITH OATMEAL



1 OUT OF 5  
CAN'T LIVE WITHOUT  
CHICKEN AND WAFFLES



GRANDPARENTS  
ARE THE MOST LIKELY  
TO INSPIRE CULINARY  
CREATIVITY

