

QUAKER

Oats, Any Day of the Year

CONTENT CALENDAR



Use this calendar to share the nutrition, great taste and culinary versatility of oats any time of year! Each month shares key themes to celebrate, activation ideas and resources that can help you implement the activities. Print-ready resources can be found on the Quaker Oats Center of Excellence Resource Page ([Quakeroats.com/healthcareprofessionals](https://www.Quakeroats.com/healthcareprofessionals)). Social media thought starters for each month follow the calendar.

Key Themes:

- National Oatmeal Month
- New Year's Resolutions

Activation Idea:

- Host weekly in-store demos showcasing recipes that highlight interesting ways to prepare oatmeal. Educating on how oats can fit into a variety of health-related resolutions.

Resources:

- Oats 101
- Oats Forms & Recipe Ideas
- Reimagine Your Bowl of Oatmeal Poster/Wheel
- Recipe Card: Savory Pesto Oatmeal Bowl
- Recipe Card: Cinnamon Oatmeal Banana Bread Skillet

DETAILS

Sample Messaging:

- 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, including vitamin B1 (thiamin), phosphorous, and magnesium. Where they differ is shape, texture and cook time.
- Oats are highly versatile, offering countless possibilities to get more nutrition and taste out of what we eat each day. From savory to sweet, hot to cold, oats can provide goodness any time of day.
- Oats provide fiber and other nutrients that can help to support a healthy lifestyle. No matter what your goals are for the New Year, this powerful grain has a lot to offer.

FEBRUARY

Key Themes:

- American Heart Month

Activation Idea:

- Share a heart health graphic on social media channels or print for live events.
- Support American Heart Month events in your community.

Resources:

- Social Graphic: Tips for Enjoying a Heart Healthy Diet
- Oats & Heart Health
- Recipe Card: Perfect Purple Oats Bowl
- Recipe Card: Peach Pomegranate Oatmeal
- Recipe Card: Cherry Chia Oat Smoothie
- Recipe Card: Roasted Cauliflower & Oat Soup with Turmeric

DETAILS

Sample Messaging for Social Media Graphic:

- Whole grains — like oats — have been shown to help support heart health. In fact, three grams of soluble fiber from oats daily as part of a diet low in saturated fat and cholesterol may help reduce the risk of heart disease. Learn more about enjoying a heart healthy diet.

Community Event Thought-Starters:

- Recruit a team of employees from your store to participate in American Heart Month activities; post signage about the events in your store where customers can see.
- Talk with store management about sponsoring local heart health events; share heart healthy nutrition information and recipes at your table.

Key Themes:

- National Nutrition Month
- Whole Grain Sampling Day (March 25)

Activation Idea:

- Host a nutrition trivia game in-store or at community events.
- Support #SampleWholeGrains Day by holding a nutrition class about whole grains.

Resources:

- Whole Grains Overview
- Personal Grocery Shopping Guide
- Getting Creative with Oats
- Recipe Card: Overnight Oats 6 Ways

DETAILS

Nutrition Trivia Thought Starters:

- Play “Oats Wheel of Fortune”, where people answer a question about oats. If they answer correctly, they spin the wheel for an oats prize, like a pouch of Quaker Kids Organic Bars or Bites or Quaker Instant Oatmeal Cups, and are entered in a Grand Prize drawing for a free nutrition consultation or personalized grocery store tour.

Sample Whole Grains Day Class:

- Course content can cover the health benefits of whole grains, the difference between whole and refined grains, how to determine if a product is whole grain and meal and snack ideas to increase consumption of whole grains.
- Provide an oatmeal topping bar for attendees, encouraging them to get creative with their oatmeal.

APRIL/MAY

Key Themes:

- Digestive Health
- Celiac Awareness Month (May)

Activation Idea:

- Take shoppers on a live tour (or virtual tour via Facebook Live or Instagram Live) through the grocery store to highlight products that promote digestive health. Alternatively, the tour could focus on products that fit into a gluten-free diet (be sure to encourage shoppers to always check product labels to verify items are gluten free).
- Share nutrition soundbites on digestive health or gluten-free diets via recorded store intercom announcements, social media channels or store circulars.

Resources:

- Oats & Digestive Health
- Gluten Free Quaker Oats
- Recipe Card: Herb-Goat Cheese Gluten Free Oat Scones
- Recipe Card: Balsamic Raspberry Oatmeal
- Recipe Card: Gluten Free Banana-Nut Oat Muffins

DETAILS

Product Recommendations:

- Digestive health: Foods that contain fiber, such as Quaker Quick 1-Minute, Old Fashioned or Steel Cut Oats, Quaker Instant Oatmeal Original, beans, fruits and vegetables.
- Gluten free whole grains: Quaker Oats that are labeled gluten free (including Quick 1-Minute, Original Instant Oatmeal, Old Fashioned and Steel Cut Oats), brown rice pasta, quinoa, wild rice, amaranth, millet, buckwheat, sorghum, gluten-free whole grain bread.

Sample Messaging for Digestive Health:

- Experts recommend eating at least 25–38 grams of fiber a day to help support a healthy digestive system. Oats are a good place to start: A ½ cup serving of rolled oats provides 4 grams of fiber.
- Looking to take care of your digestive health? Start your

day with a bowl of Quaker Oats. From hot to cold, savory to sweet, Quaker Oats offer a variety of ways to add fiber to your day.

Sample Messaging for Celiac Awareness Month:

- Don't let a gluten-free diet stop you from meeting your daily fiber needs! Pick up Quaker Gluten Free Oats today. Made with 100% whole grain oats, it is a good source of fiber and other essential vitamins and minerals.
- Following a gluten-free diet? Including nutritious Quaker Gluten Free Oats can help you meet the recommended intake of whole grains and get the nutrition you want, including fiber to help support good digestive health.

JUNE/JULY

Key Themes:

- No Cook Meals
- Summer Grilling

Activation Idea:

- Share a smoothie graphic that demonstrates how to build a healthy smoothie on social media channels; hang smoothie static cling or shelf talker on doors in the frozen fruit aisle.
- Provide easy, no-cook meals and recipes or summer grilling ideas in your newsletter or store blog.

Resources:

- How to Build Your Best Smoothie
- Oat Smoothies Static Cling
- Recipe Card: Triple Berry Oat Smoothie
- Recipe Card: Black Bean Vegetable Burgers
- Recipe Card: Watermelon & Quaker Oat Salad
- Recipe Card: Blueberry Ginger Overnight Oats

DETAILS

Smoothie Social Messaging:

- Stay cool this summer with a smoothie and give your blend a boost of fiber! Add 4 grams of fiber to your favorite delicious smoothie and make it rich and thick with a ½ cup of @Quaker oats: bit.ly/2WK1lb9

Sample No-Cook Meals & Summer Grilling Messaging:

- Keep the heat out of the kitchen with overnight oats! These Blueberry Ginger Overnight Oats take minutes to prepare and require no cooking.
- Looking to cool off? Smoothies are a great way to beat the heat. Try adding oats, which will thicken the smoothie while adding some fiber (4 grams of fiber per ½ cup serving of oats), like this Triple Berry Oat Smoothie.
- Give your burger a fiber-boost by adding whole grain oats. Try these Black Bean Vegetable Burgers.
- Oats can add a nice crunch to summer salads. Jazz up your menu with this flavorful Watermelon & Quaker Oat Salad!

Key Themes:

- Back to School

Activation Idea:

- Build displays or end caps that focus on healthy back-to-school solutions, such as breakfast on-the-go or nutritious after-school snacks.
- Host an in-store or community cooking class with students and their families focusing on the building blocks of a balanced breakfast or snack.

Resources:

- Overnight Oats Fact Sheet
- Quaker Kids Organic Fact Sheet
- Recipe Card: Apple Cinnamon Overnight Oats
- Recipe Card: Baked Oatmeal Cups
- Recipe Card: PB & J Banana Topped Rice Cake

DETAILS**Product Display Thought Starters****Refrigerated****Breakfast Display:**

- Hardboiled eggs
- Single serve milk and yogurt, and dairy alternatives
- Fresh fruit
- Quaker Overnight Oat Cups and Quaker Oatmeal Cups in baskets next to the refrigerated case

Snack End Cap:

- Quaker Rice Cakes
- Single serve hummus
- Basket of whole fruit
- Whole grain crackers
- Nuts and nut butters
- Roasted chickpeas
- Fruit and nut trail mix
- Quaker Kids Organic Bars or Bites
- Quaker Chewy Bars
- Popcorn

SEPTEMBER

Key Themes:

- Whole Grains Month
- Family Meals Month

Activation Idea:

- Use shelf talkers to direct attention to whole grain foods that are beneficial for heart health, digestive health and energy, such as Quaker Oats.
- Host a podcast, Facebook Live or Instagram Live video content discussing “30 days of Whole Grains”. Provide meal planning tips and easy recipe ideas to include more whole grains in family meals.

Resources:

- Extraordinary Oats
- Emerging Oat Science
- Mastering Meal Planning
- Recipe Card: Spiced Apple Oat Meatballs
- Recipe Card: Chicken Oat Patty
- Recipe Card: Veggie Pumpkin Oat Chili
- Recipe Card: Classic Meatloaf

DETAILS

Sample Whole Grain Messaging:

- The 2015 Dietary Guidelines recommend eating at least 3 servings of whole grains daily – but according to the USDA, the average American consumes less than one serving of whole grains each day and just 1% meet whole grain recommendations. An easy way to incorporate whole grains into the diet is with one of the world's most simple and nutritious foods – oats.
- Whole grains contain all parts of the grain and thus provide more fiber, vitamins, minerals, antioxidants, and phytonutrients than refined grains, which do not contain all parts of the grain.
- The versatility of oats offers countless ways to add more whole grains to your day. Oats serve as a nutritious blank canvas – from savory to sweet, hot to cold, oats can provide goodness any time of day.
- A key to ensuring you meet your daily recommended amount of whole grains is to plan ahead! Take a few minutes to plan your menu for the week ahead and be sure to add whole grains to breakfast, lunch, dinner and snacks.
- When adding whole grains to your diet, think outside the bowl! You can add oats to meatloaf, use them as breading for baked chicken or even add to them to soup or chili. Try this Chicken Oat Patty recipe, Spiced Apple Oat Meatballs or Pumpkin Oat Chili, which use oats in ways you might not expect.

OCTOBER/NOVEMBER

Key Themes:

- Fall Flavors
- National Oatmeal Day (October 29)

Activation Idea:

- Create short social media videos showing how to use Quaker oats and seasonal ingredients to build fall-inspired oatmeal dishes.
- Build a display of “Dietitian Picks” for fall oatmeal flavors.

Resources:

- Breakfast from Coast-to-Coast Infographic
- Know Your Oats
- Recipe Card: Pumpkin Baked Oatmeal with Peanut Butter Drizzle
- Recipe Card: Baked Sweet Potato Maple Donuts

DETAILS

Fall Flavors Thought Starters:

Pick a Base:

- Quaker Oatmeal canisters (Steel Cut, Old Fashioned, Quick, Gluten Free)
- Quaker Instant Oatmeal packets (Original, Apples & Cinnamon)
- Quaker Instant Oatmeal Cups (Honey & Almonds)

Choose Your Toppings:

- Pumpkin or butternut squash
- Sweet potato and pecans
- Apples and cinnamon
- Pears and maple syrup
- Chai (all-spice, ginger, cinnamon, cardamom)

Key Themes:

- Holiday Breakfast/Brunch
- Healthy Eating on the Road

Activation Idea:

- Provide shoppers with ideas to create healthy holiday-inspired breakfast or brunch recipes using oats via a media segment, circular ad, blog post or newsletter.
- Share social media posts showcasing products that are convenient sources of nutrition while traveling.

Resources:

- Recipe Card: Hearty Banana Oat Flapjacks
- Recipe Card: Cranberry Orange Bread
- Recipe Card: Quick Fruit and Oat Breakfast Bake


DETAILS


Social Media Thought Starters:

- No time to make breakfast before traveling? Quaker Overnight Oats make for a quick breakfast option to help fill you up before you hit the road: bit.ly/2koMt9D
- The holidays are a busy season, so keep snacking simple! With only 5 ingredients, keep these Peanut Butter & Banana Energy Bites on hand for a hassle-free snack: bit.ly/2PoajMH
- Healthy Holiday Travel Tip: Pack nutritious snacks in your suitcase for when hunger strikes. Try these portable whole grain options from Quaker Oats: bit.ly/2JKwo8R
- Travel hack! Use the coffeemaker in your hotel room to make oatmeal: Brew a cup of hot water, stir in a packet of Quaker Instant Oatmeal. Let sit for 60 seconds. Enjoy!


YEAR-ROUND SOCIAL MEDIA THOUGHT STARTERS


JANUARY: HEALTHY SNACKS

 **Twitter:** Take your snack on-the-go with simple no-bake snacks like Peanut Butter & Banana Energy Bites: bit.ly/2n9hWLH


 **Facebook:** Take your snack on-the-go with simple no-bake snacks like Peanut Butter & Banana Energy Bites: bit.ly/2n9hWLH


FEBRUARY: HEART HEALTH

 **Twitter:** Diets rich in whole grain foods & other plant foods and low in cholesterol and saturated fat may help reduce the risk of heart disease. Look for specially marked packages of heart-healthy @Quaker Instant Oatmeal for a quick, easy way to get 100% whole grain #oats: bit.ly/2Hr7SWZ


 **Facebook:** Diets rich in whole grain foods and other plant foods and low in cholesterol and saturated fat may help reduce the risk of heart disease. Look for specially marked packages of heart-healthy Quaker Instant Oatmeal for a quick, easy way to start your day with 100% whole grain oats: bit.ly/2Hr7SWZ


MARCH: WHOLE GRAINS

 **Twitter:** Looking to add in whole grains? Think outside the oatmeal bowl and enjoy the versatility of #oats with this unique Spicy Oat Crusted Chicken with Sunshine Salsa recipe from @Quaker: bit.ly/2Vm3TS9


 **Facebook:** Looking to add in whole grains? Oats can provide goodness any time of day. Think outside the oatmeal bowl and enjoy the versatility of oats with this unique Spicy Oat Crusted Chicken with Sunshine Salsa recipe from Quaker: bit.ly/2Vm3TS9


APRIL/MAY: SPRING FLAVORS

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


JUNE: SUMMER GRILLING

 **Twitter:** It's grilling season! Did you know you can make a nutritious and delicious turkey burger using @Quaker oats?: bit.ly/2uugBQP


 **Facebook:** It's grilling season! Did you know you can make a nutritious and delicious turkey burger using Quaker oats?: bit.ly/2uugBQP


JULY: NO-COOK SUMMER MEALS

 **Twitter:** Stay cool this summer with a smoothie and give your blend a boost of fiber! Add 4 grams of #fiber to your favorite delicious smoothie and make it rich and thick with ½ cup of @Quaker oats: bit.ly/2WK1lb9


 **Facebook:** Stay cool this summer with a smoothie and give your blend a boost of fiber! Add 4 grams of fiber to your favorite delicious smoothie and make it rich and thick with ½ cup of Quaker oats: bit.ly/2WK1lb9


AUGUST: BACK-TO-SCHOOL

 **Twitter:** Back to school may mean busy mornings, but @Quaker Overnight Oats is a hassle-free way to help start your day with great tasting nutrition. Available in six flavors, you can enjoy the goodness of the oat, without the hassle: bit.ly/2sQ1DTe


 **Facebook:** Back to school may mean busy mornings, but Quaker Overnight Oats is a hassle-free way to help start your day with great tasting nutrition. Available in six flavors, you can enjoy the goodness of the oat, without the hassle: bit.ly/2sQ1DTe


SEPTEMBER: WHOLE GRAINS

 **Twitter:** Wondering what sets #wholegrains apart? Check out this article from @Quaker that explains their wholesome goodness and how you can incorporate more whole grains in your daily meals: bit.ly/2EkWQSH


 **Facebook:** Whole grains are versatile and can be easily incorporated into a healthy lifestyle. Wondering what sets whole grains apart? Check out this article from Quaker that explains their wholesome goodness: bit.ly/2EkWQSH


OCTOBER: NUTRITION ON-THE-GO

 **Twitter:** Celebrate National Oatmeal Day (Oct. 29) with a bowl of slow cooker oats — choose from Apple Crisp, Peanut Butter Banana or Berry Crunch: bit.ly/30VDM5Q

 **Facebook:** October 29 is National Oatmeal Day! Celebrate with a bowl of slow cooker oats — choose from Apple Crisp, Peanut Butter Banana or Berry Crunch: bit.ly/30VDM5Q


NOVEMBER: HOLIDAY LEFTOVERS

 **Twitter:** Find new ways to use those leftovers by thinking differently about everyday foods. #Oats can serve as a simple and versatile blank canvas in the kitchen. Check out these Sweet Potato Maple Donuts as a way to use up any extra sweet potatoes: bit.ly/2K1WJwK

 **Facebook:** Find new ways to use those leftovers by thinking differently about everyday foods. Oats can serve as a simple and versatile blank canvas in the kitchen. Check out these sweet potato maple donuts as a way to use up any extra sweet potatoes: bit.ly/2K1WJwK

DECEMBER: NUTRITION ON-THE-ROAD

 **Twitter:** Need an on-the-go snack? Try these portable and tasty Nutty Matcha Blueberry Oat Energy Bites from @Quaker: bit.ly/2GwtR0m

 **Facebook:** Busy day ahead? These tasty Nutty Matcha Blueberry Oat Energy Bites from Quaker are convenient and easy to take with you: bit.ly/2GwtR0m



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