



FOR IMMEDIATE RELEASE

Feel good indulgence: Quaker® introduces new Fibre & Omega-3 granola bars

Tasty and convenient new bars offer five grams of fibre; available in two flavours

Mississauga, ON – April 6, 2010 – The *Quaker* brand has expanded its granola bars selection to introduce another nutritious choice -- new Fibre & Omega-3 granola bars. The new bars, made with whole grain oats, are a source of fibre with five grams per serving and a source of omega-3 with 300 mg. *Quaker* Fibre & Omega-3 granola bars are now available across Canada in two flavours -- Dark Chocolate Chunk and Peanut Butter Chocolate.

“We know that Canadians are looking to make better eating choices, such as incorporating more fibre and essential fatty acids into their diet. We have introduced *Quaker* Fibre & Omega-3 bars to make it easier and tastier for Canadians to do just that,” said Kathryn Matheson, Vice-President of Marketing – *Quaker*, PepsiCo Canada. “Especially for Canadians who lead a busy, on-the-go lifestyle, innovative new products like Fibre & Omega-3 bars make it easy to enjoy the goodness of whole grain *Quaker* Oats anywhere and anytime without sacrificing taste.”

Health Canada recommends that adults consume 25 grams of dietary fibre every day. One *Quaker* Fibre & Omega-3 granola bar provides 20 per cent of the daily value of fibre. The omega-3 polyunsaturated fatty acid found in *Quaker* Fibre & Omega-3 granola bars is sourced from flax seed.

In addition to the new Fibre & Omega-3 granola bars, the *Quaker* brand has reformulated its Oatmeal to Go® bars to increase the fibre content to four grams, making them a high source of fibre. *Quaker* Yogourt Granola Bars have also been reformulated and are a source of calcium.

“We know that Canadians enjoy consuming *Quaker* granola bars and oatmeal bars for part of their breakfast or between meals as a healthy snack,” said Matheson. “That’s why we’ve worked to bring these new products and reformulated bars to market – to provide consumers with more choices that are wholesome, taste good and are portable.”

The new *Quaker* Fibre & Omega-3 granola bars are now available at retailers across Canada. The suggested retail price ranges from \$2.77 to \$3.29.

About the *Quaker* brand and PepsiCo Canada

The *Quaker* brand provides the whole grain goodness of oats in a power-packed line of popular products from oatmeal to cereals and snack bars and whole grain rice snacks, including *Quaker* Instant Oatmeal, Quick *Quaker* Oats, *Quaker* Oatmeal Squares™ Cereal, *Quaker* Granola Bars and *Quaker* Crispy Minis products. For more information, visit www.quakeroats.ca. *Quaker* is one of PepsiCo Canada’s flagship brands.

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Quaker introduces new Fibre & Omega-3 granola bars.../2

PepsiCo's businesses in Canada are organized into two business units. PepsiCo Foods Canada (PFC), includes Frito Lay Canada and the *Quaker* Foods & Snacks business. PepsiCo Beverages Canada (PBC), includes Pepsi-Cola Canada, Gatorade and Tropicana. For more information, please visit www.pepsico.ca.

About PepsiCo

PepsiCo offers the world's largest portfolio of billion-dollar food and beverage brands, including 18 different product lines that each generate more than \$1 billion in annual retail sales. The main businesses – Frito-Lay, Quaker, Pepsi-Cola, Tropicana and Gatorade – also make hundreds of other nourishing, tasty foods and drinks that bring joy to consumers in over 200 countries, including Canada. With more than \$43 billion in worldwide 2008 revenues, PepsiCo employs 198,000 worldwide who are united by our unique commitment to sustainable growth, called *Performance with Purpose*. By dedicating ourselves to offering a broad array of choices for healthy, convenient and fun nourishment, reducing our environmental impact, and fostering a diverse and inclusive workplace culture, PepsiCo balances strong financial returns with giving back to our communities worldwide. For more information, please visit www.pepsico.com

-30-

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