



FOR IMMEDIATE RELEASE

**New Quaker® oatmeal provides Canadians with  
the goodness of 100% whole grain oats in convenient packets**  
*100% Whole Grain Oatmeal packets, ready in one minute now available*

Mississauga, ON – April 6, 2010 – *Quaker* brand is giving Canadians the gift of more time in the morning with the introduction of its new 100% Whole Grain Oatmeal packets, ready to eat in one minute.

According to Kathryn Matheson, Vice-President of Marketing – *Quaker*, PepsiCo Canada, the new 100% Whole Grain Oatmeal packets provide all the nutrition that consumers expect from *Quaker* Oats, with added convenience.

“Breakfast really is the most important meal of the day. A healthy morning meal can give us the energy we need to get through the day,” says Matheson. “Yet, with ever-increasing time pressures in the morning, it can sometimes be hard to prepare a nutritious breakfast. That’s why the *Quaker* brand is introducing these one-minute packets – giving Canadians healthy breakfast choices that will free up some precious morning time.”

Made with natural, whole grain oats, *Quaker* 100% Whole Grain Oatmeal packets are easily prepared in one minute using the microwave and the addition of 150 mL of water. With three grams of total fibre, the packets provide a feeling of satiety to help stave off hunger that could result in extra snacking through the morning. Like all *Quaker* oatmeal products, it contains soluble oat fibre, which has been shown to contribute to healthy cholesterol levels.

“A bowl of oatmeal is a great way to start any day, but can be especially beneficial to Canadians who are striving to improve their cholesterol levels,” said Matheson. “Now, a heart-healthy part of your breakfast is just a minute away and leaves more time to add some activity to the morning routine.”

**Top it up**

With no flavour added, *Quaker* 100% Whole Grain Oatmeal packets can be customized to adapt to any taste preference by adding simple toppings such as:

- Chopped nuts like pecans or walnuts
- Ground flax seed
- Fresh fruit like strawberries, blueberries or mashed banana

*Quaker* 100% Whole Grain Oatmeal packets are now available at retailers across Canada. The suggested retail price ranges from \$3.49 to \$4.49. Canadians will find the product on shelf next to other *Quaker* Oats offerings.

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**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](http://www.quakeroats.ca). *Quaker* is one of PepsiCo Canada's flagship brands.

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](http://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](http://www.pepsico.com)

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**For more information please contact:**

Karen Krugel / Anthony Tiburzi  
PraxisPR  
905-949-8255 ext. 233 / 227  
[karen@praxispr.ca](mailto:karen@praxispr.ca) / [anthony@praxispr.ca](mailto:anthony@praxispr.ca)