

TOP 10 OATMEAL MONTH FUN FACTS

- ❶ Oatmeal Month is celebrated each January, the month in which we buy more oats than any other month of the year.
- ❷ In January 2003, we stocked our pantries with **36.3 million pounds** of oats, enough to make **363 million bowls** of oatmeal.
- ❸ The most popular oatmeal toppings are: milk, sugar and fruit (raisins, bananas).
- ❹ Oatmeal cookies are the number one non-cereal usage for oats, followed by meatloaf.
- ❺ Eighty percent of U.S. households have oatmeal in their cupboard.
- ❻ Quaker[®] Oats was the first U.S. breakfast cereal to receive a registered trademark, the first to offer a recipe *and* a premium on its package, and the first to offer trial-size samples.
- ❼ There are more than 300 recipes that contain whole-grain oats on www.quakeroatmeal.com, Quaker's consumer Web site.
- ❽ Oats were one of the earliest cereals cultivated by man. They were known in ancient China as long ago as 7,000 B.C. The ancient Greeks were the first people known to have made a recognizable porridge (cereal) from oats.
- ❾ The portrait of the "Quaker Man" on the package has only been updated three times since its debut in 1877, once in 1946, again in 1957 and, most recently, in 1972.
- ❿ An 18-ounce package of Old Fashioned Quaker Oats contains about 26,000 rolled oats.