

# Fabulous Food

## 125 Years Being Part Of America's Homes

(NAPSA)—What's hot, delicious, nutritious and has been a part of America's households for 125 years?

The answer is a popular brand of oatmeal, which this year celebrates its 125th anniversary as the nation's number-one choice for a nutritious, hot breakfast cereal.

Beyond its proven health benefits, Quaker Oatmeal's new flavors and convenient varieties have helped make oatmeal an American staple found in eight out of 10 households.

Quaker Oats was the first trademarked breakfast cereal in the U.S. and is one of the very few consumer foods still around after 125 years.

"It's easy to understand why it has become an icon," says David Kimbell, marketing manager for Quaker Oatmeal. "Americans recognize our popular red, white and blue package and know it delivers healthful and wholesome nourishment."

For generations, Americans have turned to oatmeal for its nutritional value. It has numerous proven health benefits—from improving heart health by lowering cholesterol to helping maintain healthy blood sugar levels, helpful for people with diabetes.

More than 40 scientific reports have been published—and others are being published nearly every year—linking oatmeal consumption to health benefits.

Founded in 1877, Quaker has spent the last 125 years providing consumers with innovative products that fit their ever-changing daily lifestyles. As the American diet has evolved, so has the way people eat oatmeal.

After the familiar round box was introduced in 1915 (previously it was square), the company introduced Quick Quaker Oats in



**Apricot Honey Oatmeal is a delicious way to enjoy the nutritional benefits of oats.**

1922 as one of America's first convenience products.

The familiar Quaker man trademark has been updated only three times since 1877. In 1957, Chicago artist and illustrator Haddon Sundblom updated the original line drawing to a full-color portrait of the Quaker man, and in 1972, John Mills painted the image that appears on packages today.

No matter the variety, Americans eat more oatmeal in January than in any other month. In January 2001, Americans bought more than 34.6 million pounds of Quaker Oatmeal—enough for 346 million bowls. Milk, followed by sugar, are tops among favorite oatmeal toppings.

While piping hot in a bowl is the preferred way Americans enjoy their oats, oatmeal cookies are a strong second.

For more information on oatmeal, its history, its health benefits and recipes for making oatmeal part of a healthy lifestyle, visit [www.QuakerOatmeal.com](http://www.QuakerOatmeal.com).