NIELSEN BRANDBANK

RECEIVED Thomas Ridley QC Dept. 4:37 pm, 18 Aug 2021 The food information supplied by Thomas Ridley Foodeworke has been provided

Quaker Oat So Simple Apple & Blueberry Porridge Pot 57g



EAN 5000108575443

Target market(s)
GB, IE

Components

Ingredients

Quaker Rolled Oats (61%)

Skimmed Milk Powder

Sugar

Natural Flavouring

Allergen Tag Text

For allergens, see ingredients in bold.

Allergy Text

May contain Wheat, Barley, Soya.

Nutrition

	Per 100g	Per 57g (%*)
Energy	1584 kJ	903 kJ
	375 kcal	214 kcal (11%*)
Fat	5.0 g	2.9 g (4%*)
of which Saturates	1.0 g	0.6 g (3%*)
Carbohydrate	65 g	37 g
of which Sugars	28 g	16 g (18%*)
Fibre	5.5 g	3.1 g
Protein	14 g	8.1 g
Salt	0.30 g	0.17 g (3%*)
This pack contains 1 serving		
* Reference intake of an average adult (8400 kJ/2000 kcal)		

Calculated Nutrition

	per 100g	Per 57g
Energy (kJ)	1584	903
Energy (kcal)	375	214
Fat (g)	5	2.9
of which saturates (g)	1	0.6
Carbohydrate (g)	65	37
of which sugars (g)	28	16
Fibre (g)	5.5	3.1
Protein (g)	14	8.1
Salt (g)	0.3	0.17

Front of Pack Nutrition

Per Portion

Per pot prepared



Energy per 100g (as sold): 1584kJ/375kcal Reference intake of an average adult (8400 kJ/2000 kcal)

Nutrition Other Text

This pack contains 1 serving Reference intake of an average adult (8400 kJ/2000 kcal)

Product Description

Brand

Quaker

Features

Just add hot water Helps lower cholesterol

Standardised Brand

Brand - Quaker

Regulated Product Name

Apple & Blueberry flavour hot oat cereal.

Marketing

Company Name

Quaker Oats

Company Address

Freepost NAT21737, PO Box 7757. Leicester, LE4 8YZ

FU: c/o Dublin 18, D18 Y3Y9

Product Marketing

- Made with 100% wholegrain oats
- Delicious porridge with the fruity flavours of apple of blueberry
- Simply add hot water, wait and enjoy before your morning meeting
- In a rush? Slip a Quaker Porridge Pot into your bag and enjoy at the office. Simple.
- Helps lower cholesterol* †Oat beta-glucan has been shown to lower blood cholesterol. High cholesterol is a risk factor in the development of coronary heart disease.

Brand Marketing

For over 140 years, the Quaker family has been producing deliciously nourishing breakfasts from the mighty oat. Established in 1877 by Henry Parsons Crowell, Quaker Oats was created with the belief that everyone, everywhere should have access to good nutrition. There is a wide range of delicious Quaker breakfast solutions that are perfect for every unique schedule. Whether you're preparing a warming bowl of porridge topped with your favourite toppings at home or enjoying Quaker Oats So Simple before your morning meeting, there's a delicious Quaker breakfast to suit your morning ritual.

Other Information

Oat beta-glucan 2.2g per 100g. Each serving (57g) contains 40% of the 3g of oat beta-glucan suggested per day.

Recycle Me! Pot - Recycle Remove Sleeve - Sleeve - Recycle Foil - Recycle

"Quaker" and the Quaker man device are registered trademarks.

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Further Description

Did you know oats are a natural powerhouse of goodness? This is how Quaker's positive nutrition kick-starts your morning. Enjoy as part of a varied and balanced diet and healthy lifestyle. Oat beta-glucan has been shown to lower blood cholesterol. High cholesterol is a risk factor in the development of coronary heart disease. Coronary heart disease has multiple risk factors and altering one of these risk factors may or may not have a beneficial effect. For more recipe ideas, visit @quakeroatsuk on Instagram and Facebook. For further information on cooking instructions and microwave settings, please visit our website: www.quaker.co.uk

Health & Lifestyle

Allergy Advice

Barley - May Contain Milk - Contains Oats - Contains Soya - May Contain Wheat - May Contain

Storage & Usage

Storage and Usage Statements

• Cannot be Microwaved

Storage Type



Ambient

Preparation and Usage

Good Morning! Less than 2 mins to the perfect porridge

1. Mix
2. Add boiling water to inside line & stir
3. Leave to stand/cook for 1 minute.
Final stir & enjoy.
Product not suitable for microwaving
Product may be hot to hold.

Storage

For Best Before, see base of pot Store in a cool dry place

Brandbank Captured Pack Data

Pack Size

57g e

Numeric Size

Numeric Size - 57

Pack Type

Type - Pot

Usage Count

Number of uses - Servings

Usage Other Text

This pack contains 1 serving

Customer Services

Manufacturers Address

Quaker Oats, Freepost NAT21737, PO Box 7757, Leicester, LE4 8YZ.

EU: Quaker Oats, c/o Dublin 18, D18 Y3Y9.

Return To

Quaker Quality Promise
We're here to help.
quaker.co.uk or
UK 0800 0324490
ROI 1800 509408
Weekdays 9am - 5pm
Consumer Care,
Quaker Oats,
Freepost NAT21737,
PO Box 7757,
Leicester,
LE4 8YZ.

EU: Quaker Oats, c/o Dublin 18, D18 Y3Y9.

Please have product available when contacting us. Applies to UK and Republic of Ireland only. Your statutory rights are not affected.

www.quaker.co.uk

Telephone Helpline

UK 0800 0324490 ROI 1800 509408

Web Address

quaker.co.uk www.quaker.co.uk

Extended Data

Languages On Pack

• English

Description Breakdown

Functional Name - Porridge Pot Variant - Apple & Blueberry









GOOD MORNING!

Less than 2 mins to the perfect porridge





2. Add boiling water to inside line & stir.



3. Leave to stand/cook for 1 minute. Final stir & enjoy.



*Oats contain beta glucan, which contributes to the maintenance of normal blood cholesterol levels.