



## It's time to upgrade your oatmeal and steel their hearts.

McCann's® Irish Oatmeal delivers the premium breakfast consumers seek. As your guests increase their demand for hot cereal and alternative grains, McCann's® Irish Oatmeal helps you provide quality menu options from sweet to savory.

- **High Quality + Healthy Breakfast.** When asked what kind of menu offerings would encourage weekday breakfast away from home, 40% of consumers cite high-quality foods and 37% cite healthy foods.<sup>1</sup>
- **Return of Routine.** 31% of consumers expect ordering food away from home to become a more frequent part of their morning routine after the pandemic subsides.<sup>1</sup>
- **Bowls for Breakfast.** Breakfast bowls are becoming more of a staple with menu mentions jumping 31.5% year over year.<sup>2</sup>
- **Savor It.** Savory, more substantial, higher quality ingredients are becoming more prevalent in breakfast bowls. Protein-rich ingredients paired with oatmeal and other grains in breakfast bowls offer opportunities to appeal to the health-conscious consumer. The fastest-growing ingredients include avocado at +31.3%, spinach at +28.6%, and tomatoes at +26.3%.<sup>3</sup>
- **Ancient News.** Ancient grains, like steel-cut oats, are expected to continue on a large growth trend for the next five years, growing 35.5% from 2019 to 2026. Globally, there is a good demand for ancient grains with half of shoppers involved and almost 40% claiming to eat them at least once a week.<sup>4</sup>

<sup>1</sup> Technomic 2021 FSPP Return of the Morning Routine

<sup>2</sup> Technomic Foodservice Digest, July 2021

<sup>3</sup> Technomic Ignite Menu data Q2 2020 vs. Q2 2021

<sup>4</sup> marketdataforecast.com Ancient Grain Market Forecast Report 2021-2026

<sup>5</sup> Whole Grains Council

<sup>6</sup> Nielsen xAOC Latest 52 weeks ending 7/3/21



## Why McCann's® Irish Oatmeal?

- **Rich Irish Heritage.** "Born in Ireland, beloved worldwide." McCann's® Irish Oatmeal started in Ireland 150+ years ago and still grows its oats in Ireland. Generations of farmers have lovingly tilled the same family farmland for undeniable Irish authenticity.
- **Premium Quality.** McCann's® Irish Oatmeal brand's commitment to genuineness is both a tradition and an ongoing mission. Exacting quality standards have preserved the flavor and texture of its products over decades.
- **Steel-Cut Oats.** If you cut oat groats into two or three pieces with a sharp metal blade, you get steel-cut oats. They cook quicker than whole oat groats, because water can more easily penetrate the smaller pieces. Steel-cut oats offer longer hold times—in fact, they can be held three hours longer than traditional rolled oats.<sup>5</sup>
- **Versatility.** McCann's® Irish Oatmeal makes a top-notch hot cereal, but that's not all. It's the perfect start to today's more upscale and savory breakfast bowls. It's also an ideal way to boost nutrition in a variety of breads, desserts, sides, and even at the center of the plate.
- **Recognized & Loved.** McCann's® Irish Oatmeal is one of the top hot specialty cereals in the United States.<sup>6</sup>

**B&G FOODS AWAY FROM HOME**

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**B&G Foods, Inc.**  
FOOD AWAY FROM HOME

# Menu Applications

While McCann's® Irish Oatmeal is a great standalone for breakfast, it also works well as an ingredient and nutrition booster across other dayparts.



**Breakfast**

- Create the base for bowls with either sweet or savory toppings.
- Add visual appeal to pancakes, muffins, and scones.
- Increase nutritional value of smoothies.



**Lunch & Dinner**

- Try it as a salad ingredient for hearty options.
- Use it as a grain substitute for tabbouleh, risotto, or rice.
- Offer a signature coating for chicken and fish.



**Dessert & Snacks**

- Top crisps and crumbles.
- Mix it into smoothies and parfaits.
- Bake it into cakes, pies, breads, cookies, and bars.

PRODUCT CODE	DESCRIPTION	CASE PACK	UNIT SIZE	GTIN
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**FOOD AWAY FROM HOME SIZE PRODUCTS**

 88000042	Steel Cut Original Irish Oatmeal Stove Top Canister	12	30oz	10072463000429
88000020	Steel Cut Traditional Irish Oatmeal Stove Top Tin	12	28oz	10072463000207
88000035	Steel Cut Original Quick & Easy Irish Oatmeal Canister	12	24oz	10072463000351
<b>SINGLE-SERVE PACKETS</b>				
 88000028	Original Instant Irish Oatmeal (12 packets)	12	11.85oz	10072463000283
88000024	Maple Brown Sugar Instant Irish Oatmeal (10 Packets)	12	15.1oz	10072463000245

 Best seller



## Support

To learn more about our products and programs, contact your B&G Foods Away From Home representative. For additional information, visit [bgfoodsawayfromhome.com](http://bgfoodsawayfromhome.com), click Brands and then the McCann's® Irish Oatmeal logo.