

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.1
- 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.
- Bowls for Breakfast. Breakfast bowls are becoming more of a staple with menu mentions jumping 31.5% year over year.²
- 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 fastestgrowing ingredients include avocado at +31.3%, spinach at +28.6%, and tomatoes at +26.3%.3
- 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.4
- 1 Technomic 2021 FSPP Return of the Morning Routine
- 2 Technomic Foodservice Digest, July 2021
- 3 Technomic Ignite Menu data Q2 2020 vs. Q2 2021 4 marketdataforecast.com Ancient Grain Market Forecast Report 2021-2026
- 5 Whole Grains Council
- 6 Nielsen xAOC Latest 52 weeks ending 7/3/21

Why McCann's® Irish Oatmeal?

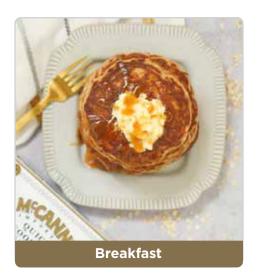
- Rich Irish Heritage. "Born in Ireland, beloved worldwide." McCann's® Irish Oatmeal started in Ireland 150+ years ago and still grows its oats in Ireland. Generations of farmers have lovingly tilled the same family farmland for undeniable Irish authenticity.
- Premium Quality. McCann's® Irish Oatmeal 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.5
- Versatility. McCann's® Irish Oatmeal makes a topnotch 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.6

B&G FOODS 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.



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



- 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.



- 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
	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
	SINGLE-SERVE PACKETS				
	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, click Brands and then the McCann's* Irish Oatmeal logo.

