

McDonald's® Fruit and Maple Oatmeal Pairs Nutritious With Delicious

With the back-to-school and work rush a reality for many Canadians this month, McDonald's is introducing new Fruit and Maple Oatmeal for on-the-go customers in search of a convenient, nutritious and satisfying breakfast option.

McDonald's Fruit and Maple Oatmeal is made with 100 per cent Canadian whole grain oats from Quaker®, and served with diced apple, plump raisins and dried cranberries. As part of McDonald's ongoing commitment to offer customers customization and choice, every bowl of Fruit and Maple Oatmeal is freshly prepared upon order. Customers have the option of adding their own maple brown sugar made with real maple sugar so they can enjoy their oatmeal just the way they like it.

"We recognize our customers are looking for nutrition-minded breakfast options and Fruit and Maple Oatmeal is a part of our ongoing menu evolution," said Anne Parks, director of menu management for McDonald's Restaurants of Canada Limited. "We believe customers will not only love the nutritional profile but the taste and distinctive Canadian maple brown sugar flavour."

Made with water, one serving (255 g) has 230 calories, 90 mg of sodium and 5 g or 20 per cent of the daily recommended value of fibre from the 34 g of whole grains and half serving of fruit. Full nutrition information for Fruit and Maple Oatmeal can be found at http://www.mcdonalds.ca/NutritionCalculator/index_en.html or by consulting McDonald's new Nutrition Calculator iPhone App which can be downloaded for free from the iTunes App Store.

Following its long-standing tradition of working with world-class suppliers that Canadians know and trust, McDonald's has chosen Quaker to supply the whole grain rolled oats for its Fruit and Maple Oatmeal.

"The Quaker brand believes in the power of a nutritious breakfast. A breakfast which includes oatmeal can help start the day right," says Kathryn Matheson vice-president of Quaker marketing. "That's why we've partnered with McDonald's to develop a unique and delicious Fruit and Maple Oatmeal to provide their valued customers an opportunity to choose the benefits of 100 per cent whole grain Quaker oats."

Fruit and Maple Oatmeal is \$1.99 plus tax, and is available throughout the day, not just breakfast, at participating McDonald's restaurants across Canada.

About McDonald's Canada

McDonald's is the leading foodservice company in the world. McDonald's Restaurants of Canada Limited and its Canadian franchisees own and operate more than 1,400 restaurants and employ more than 80,000 Canadians coast to coast. Approximately 75 per cent of McDonald's Canadian restaurants are locally owned and operated by independent entrepreneurs. For more information about McDonald's Canada, visit the company's website at www.mcdonalds.ca.

About the Quaker brand in Canada

Quaker is one of PepsiCo Foods Canada's flagship brands. The Quaker brand provides the whole grain goodness of oats in a power-packed line of popular products from oatmeal to cereals and snack bars, including Quaker Instant Oatmeal, Quick Quaker Oats, Quaker Oatmeal Squares® Cereal and Quaker Granola Bars. For more information, visit www.quakeroats.ca or the Quaker brand Facebook page at <http://www.facebook.com/quakercanada>.

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