

# EXCEPTIONAL STEEL CUT OATS—FAST

**NEW** McCANN'S®  
QUICK & EASY STEEL CUT IRISH  
OATMEAL IN SINGLE-SERVE CUPS



**READY IN 3 MINUTES  
INSTEAD OF 30**

**4 in 10** consumers skip breakfast  
because of lack of time.

The Breakfast Consumer Trend Report, 2013, Technomic.

Quick-and-easy steel cut oats cook about 10 times faster than traditional steel cut oats. So guests can enjoy the award-winning taste and texture of real McCann's® Steel Cut Irish Oatmeal in record time—and in four delicious on-the-go varieties.

**MAPLE BROWN SUGAR**  
with a touch of maple syrup and pure brown sugar

**APPLE CINNAMON**  
with Granny Smith apples from Washington State

**VANILLA HONEY**  
with Madagascar vanilla and sweet honey

**ORIGINAL**  
with the classic flavor that complements  
everyone's favorite toppings





## THE PREMIUM STEEL CUT OAT BREAKFAST YOUR CONSUMERS DEMAND

RAISED IN IRELAND, HOME OF THE FINEST OATMEAL

McCann's® Steel Cut Irish Oatmeal in single-serve cups delivers the breakfast consumers are looking for.

- Made with whole grains
- Hearty flavor and texture
- Comfortingly warm and satisfying
- Available in four delicious varieties

Cup oatmeal is growing at **32%**—  
faster than the category.

Nielsen Total US xAOC, last 52 weeks ended April 12, 2014.

The temperate, humid climate that makes Ireland's landscape so famously lush and green is also responsible for the outstanding oats in McCann's® Steel Cut Irish Oatmeal in single-serve cups. Our high-quality oats have been recognized by international competitions, beginning with London's Great Exhibition in 1851.

SUPC	PACK SIZE	DESCRIPTION	BRAND
3902964	24/1.41 oz	McCann's Original Steel Cut Oats	McCann's
3902980	24/1.9 oz	McCann's Maple Brown Sugar Steel Cut Oats	McCann's
3905286	24/1.9 oz	McCann's Apple Cinnamon Steel Cut Oats	McCann's
3902998	24/1.9 oz	McCann's Vanilla Honey Steel Cut Oats	McCann's



For more information or to request a sample and place an order,  
call 800-558-4700 or visit our website at [mccannsfoodservice.com](http://mccannsfoodservice.com).

