



“It’s **UMP** (as in **UMP**ire) + **KWAH!**”

THE FLAVORS!

At Umpqua Oats we are making oatmeal fun, fast and convenient, without losing any of the healthfulness!

THE OATS!!!

Our oats are custom milled. And that’s why our ingredient list doesn’t say “oats,” it says “groats!” No, that’s not a typo. Groats are the whole hulled grain. Groats include the cereal germ and fiber-rich bran portion, as well as, the endosperm, which is the usual product of milling. What does that mean? You are getting a larger, thicker, unbleached, whole oat that is not processed into “instant” oats. Bottom line? Our oatmeal is not soft and mushy! Like the chefs say, it’s “al dente!”

THE QUALITY!

Seriously . . . we buy the best ingredients we can find, and you can tell as soon as you open the lid. There are all kinds of ways to reduce ingredient costs, such as buying broken nut fragments and adding fillers to extend volume. The only grain in Umpqua Oats is whole rolled oat!



UMPQUA OATS™

ALL NATURAL, SUPER PREMIUM OATMEAL

Don’t settle for cheap imitations! Umpqua Oats are the only original whole-rolled slow-metabolizing delicious oatmeal that customers have come to demand and love!



easy as



- Shake
- Add boiling water
- Cover with lid
- Steep for 3 min.
- Stir well and enjoy

JACK POT

This blend of berries and pecans will “hit the Jackpot” with a big, juicy flavour reminiscent of old fashioned cobbler. We’re betting you’ll love it!

Raspberries, blackberries, strawberries and pecans!

KICK START

Kick start your morning with this super premium blend of fruits and nuts, including anti-oxidant rich wild blueberries. It’s simply oatmeal perfection.

Blueberries, cranberries, sunflower seeds and more!

SALTED CARAMEL MELTDOWN

Salted Caramel Meltdown is blended with caramel, pecans and a hint of sea salt... It’s sure to make you melt.

Caramel, pecans and sea salt!

MOSTLY SUNNY

A mix of Granny Smith apples, cranberries and raisins is sure to brighten your day. This “fruit-only” blend captures a variety of Pacific Northwest flavours.

Apples, cranberries and raisins.
This one is NUT FREE!

NOT GUILTY

Clean eating for a clean conscience! This all-natural unsweetened oatmeal is packed with Granny Smith apples, wild blueberries, organic flax and chia seeds.

Blueberries, apples, flax, chia and no added salt or sugar!

Free Point-of-Sale Kit including display unit, posters, easel back, table tents, consumer brochures and window cling!

