



Quaker, one of the most trusted food brands globally, is owned by the PepsiCo, providing a wide range of nutritious and delicious meal to fuel healthy families for 138 years. Quaker entered Chinese market in 1996, and started to take a more active part in promoting the notion of wholesome nourishment and bringing the sincerest health care to every Chinese family.

The Market

As our living standard is improving and the living pace is running faster than ever, getting nourishing food in a convenient way has become the biggest desire of the consumers.

At the same time, the authorities launch series of campaigns to promote scientific and healthy dietary style, which helps the oat food market to grow. Gradually, oatmeal products are popularized among more and more consumers for its abundant nutrients, which can help to supply nutrition to the body and guard against diseases.

With strong market demands, different categories of oatmeal product are developing vigorously. Quaker believes that, we can only win the market by winning the hearts of the customers.

Through researches and studies, Quaker finds out the three key factors that the Chinese consumers concerned about most when selecting oatmeal products. Firstly, the products must be green and safe. Secondly, the oatmeal should be delicious and tasty. Last but not least, the nutrition value is also important. Therefore, Quaker only chooses the premium oat for raw material, and controls every step within the strict quality standard. Meanwhile, Quaker creates a new way to combine oatmeal with traditional Chinese nourishing ingredients, and provides a series of products that suit the Chinese notion of life cultivation and health preservation, achieving delicacy and fitness at the same time. Targeting consumers' need all the time is the key to the success of Quaker in China.

Achievements

In 2011, Quaker cooperated with China Cholesterol Education Program (CCEP) and World Heart Day, to release the first public service advertisement advocating concerns on cholesterol.

In 2012, Quaker launched "Warm the city, Better your breakfast" campaign with the collaboration of the online mini-movie promotion and sending breakfast to many office buildings of-line. This activity raised the awareness of the importance of a healthy breakfast around the city.

In 2013, Quaker put up the "Three Goods Family" concept for the first time -- good for intestines and stomach, good for cholesterol balance, and good for your heart, which matched the product functions and the family desires perfectly together. Quaker also invited all-around idol Jimmy Lin to star in the advertisements and the serial mini movies, introducing healthy diets to the public. Customers responded actively and Quaker became the NO.1 favorite brand among the warm refreshment products.

In 2014, Quaker relaunched official website and started to manage digital marketing via Wechat and many other e-commerce platforms. Also, Quaker enhanced its brand popularity by providing tasty and nourishing oatmeal recipes to the customers, and helped them to create a modern healthy Quaker kitchen that is full of love, which received recognitions from various media.

In 2015, Quaker supported and sponsored the Canton Tower Run Up competition and many other significant sports events, with the hope to establish a healthy life style with the public and promote this notion to every household.



History

Most of the people did not enjoy oats as food before, because oats have very hard hulls, and cannot be cook thoroughly.

In 1877, Quaker released the first oat product, which took an important part in helping oat food to gain recognition and promotion. As an internationally renowned oat food brand, Quaker enjoys great reputation over 130 years.

In 1996, Quaker opened up the Chinese market with many different kinds of products like quick cooking oatmeal, instant oatmeal, and oats for rice, and later became one of the most trustworthy oatmeal brands by the Chinese consumers.

In 1998, PepsiCo acquired Quaker, and it supported Quaker's healthy diet concept to go further.

In 2008, Quaker was honored to become the only appointed partner in food industry of "Healthy Heart Day" in China.

In 2010, Quaker sponsored the China Cholesterol Education Program (CCEP) and helped the Chinese consumers to learn more about the effectiveness of oats in lowering the cholesterol levels.

The sale of Quaker products is escalating, which is not only because of its long history, but also its endless pursuit of the nourishment and adjustments to the market needs all the time. These are the reasons why Quaker could innovate the best oat product that match the eating style of Chinese people. Quaker stands out from the fierce market competition, and has become the first choice of millions of families to enjoy their nourishing and wholesome life.

The Products

As a leading brand of the oats consumption trend in the Chinese market, in addition to quick cooking oatmeal and instant oatmeal, Quaker has devoted to the local research and development, innovated oat for rice and aromatic mellow oats that greatly improves the taste of oats and wins the affection of the foodies. In 2013, catering to the fast-paced life of the office men and ladies in the metropolis, Quaker made a breakthrough and started new business in the refreshment area, by innovating a convenient, palatable and nourishing Quaker cereal diary, introducing the nutritional value of the oats to the younger consumer group.

Quaker has maintained high standard of the product quality, exquisite craftsmanship, fashion



and healthy living notion all the time, and brought the nutrition of oats to every aspect of our life. Quaker plays an indispensable role as the "daily nutritionist" in millions of families, and guides the consumers to make their healthy diets.

Recent Developments

Intensive Oats Education

As a leading brand in the oats products, Quaker launched a nationwide educational campaign about oats with full intention for love and care. By this campaign, Quaker wants to bring scientific knowledge of the "Three goodness" (dietary fiber, protein and diversified nutrients) to all the families. In a broader sense, Quaker is also promoting a healthy life style to all the Chinese households and

provides nutrition guidance to them.

Practical Oats Recipe

The oats recipe is an achievement of the collaboration of the chief chef of PepsiCo and the nutritionist team of PepsiCo. It not only brings an easier and more nutritional solution of breakfast to the families, but also calls on customers to create more interactive opportunities with other family members to cook together by using the oatmeal as a bridge between food and emotion. This strategy has won many supports as well as recognitions by the loyal fans of other brands.

Recent Promotion

For a long time, Quaker has always communicated its product with a main theme -- family. Via this positive marketing strategy, the brand notion and energy has delivered to millions of families around the world. In addition, aiming at some festivals that attract high degrees of attention, Quaker successfully becomes the focus of a wide range of consumers with the powerful social network, and creates an innovative way to promote the nutrition value of oats to the public.

In 2014, in order to match up the launch of the jar product, Quaker developed a "Jar of Love", a speaker and recorder that can record and play the message to your family. Also in the cyber space, a series promotion called "filled the can with love" encouraged the consumers to record their heart-warming words to the parents and send their best wishes to them, which helped to connect the new product and consumers' affection of the brand together.

From 2014 to 2015, the five-stars cooks of the PepsiCo achieved more innovations for

special days and festivals, such as, Oat Rice Dumpling (zongzi), Oat Mooncake, and Oat Cookies and so on. With the interactive communication and penetration of social network, it broke the traditional thinking of the consumers about how to eat oats, and meanwhile Quaker established the image as an oat nutrition expert, attracting the attention and recognition of the younger generation.

Brand Values

"Be your daily nutritionist" is the brand notion that Quaker has kept for years.

Full Devotion to the Oats

Quaker has focused on the research and development of oats for a long time. From seeds to package, Quaker has set up gold standards for the



quality, nutrition, hygiene and safety, which is the only way for Quaker to ensure the premium quality of the product and protect the health of every family.

Perseverance on Innovation and Diversified Nutrition

The world is changing everyday, and people's need for nutrition changes a lot with their living style, too. Quaker has kept on improving the production process and innovating new products, meeting the multiple demands of different consumer groups.

The Healthy life of "Three Goods Family"

In a new healthy era, Quaker has put forward the new "Three Goods Family" concept -- positive attitude, healthy living habits, and balanced diets. By some nationwide lectures and brochures, Quaker has made the concept of health cultivation and health preservation popular to more and more Chinese families.

Things you did not know about QUAKER

Quaker has ten professional R&D centers around the world, with the powerful support of 1500 scientists and over 80 nutritionists.

Within the 25 different categories of oats globally, Quaker only selects the premium varieties with the highest nutrition value, and tries to preserve all the nourishment and dietary fiber inside. Every grain of Quaker oat will mainly go through five steps -- washing and screening, husking, drying, slicing and compressing.

In order to share the benefit of oats to every corner of the world, Quaker will adapt the product with local dining culture, such as the Quaker Cookies, which can keep the oat nutrition and localize its product at the same time.