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*\*\*\*Samples and high-resolution images available\*\*\**

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## **Umpqua Oats Reinvents Oatmeal with New Vanilla Almond Crunch Flavor**

***Single-serve oatmeal cups combine super-premium oatmeal with crunchy granola***

**LAS VEGAS (Nov. 5, 2014)** – Umpqua Oats Inc., an innovative manufacturer of single-serve super premium oatmeal, is launching a new flavor, Vanilla Almond Crunch. The first-of-its-kind, warm oatmeal cup includes a satisfying mixture of custom-milled rolled oats, oven-roasted almonds, rich Bourbon vanilla, sweet honey and crunchy vanilla almond granola.

“With Vanilla Almond Crunch, we really wanted to push oatmeal to the next level and provide a new texture while keeping the integrity of the al dente oats that set Umpqua Oats apart,” said Sheri Price, co-founder of Umpqua Oats. “Umpqua Oats has been rooted in the oatmeal innovation category since it was founded, providing a unique single-serve oatmeal product that just needs hot water and three minutes. We are continuously testing new flavor combinations, and think this new offering showcases some of the best breakfast flavors and textures in one.”

In the development of Vanilla Almond Crunch, the company conducted multiple focus groups and invited people to provide their opinions on several oatmeal flavor profiles. After an overwhelming response to Vanilla Almond, the company moved forward in the “Umpqua Oats way” – by adding a unique twist on traditional oatmeal with granola that stays crunchy even when hot water is added.

Similar to all Umpqua Oats super premium oatmeal cups, the Vanilla Almond Crunch flavor combines custom-milled rolled oats – the whole hulled grain, rather than processed “instant” oats – and other all-natural ingredients to create a delicious and satisfying meal. Umpqua Oats super premium oatmeal does not contain any processed or gluten ingredients; the ingredients are all awaiting Kosher certification and certification from the Non-GMO Project

Umpqua Oats Vanilla Almond Crunch will be available to retailers and online beginning Nov. 1. Umpqua Oats super premium oatmeal is currently sold at more than 2,000 retail outlets across the United States. For more information or to order online, visit [www.umpquaoats.com](http://www.umpquaoats.com).

### **About Umpqua Oats Inc.**

Umpqua Oats super premium oatmeal is a satisfying, on-the-go breakfast choice for people who crave a hearty, delicious and creative meal to start every day. Headquartered in Las Vegas, Umpqua Oats is one of the first purveyors to provide a quick-cooking single-serve oatmeal product that uses high-quality, flavorful ingredients for taste and satiety. Founded in 2008 in Roseburg, Oregon, by two moms, Umpqua Oats super premium oatmeal is available in a variety

of unique flavors. For more information, please visit [www.UmpquaOats.com](http://www.UmpquaOats.com) or [www.Facebook.com/UmpquaOats](http://www.Facebook.com/UmpquaOats) or follow us on Twitter @UmpquaOats.

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