

*Dats
Everyday*



Objective

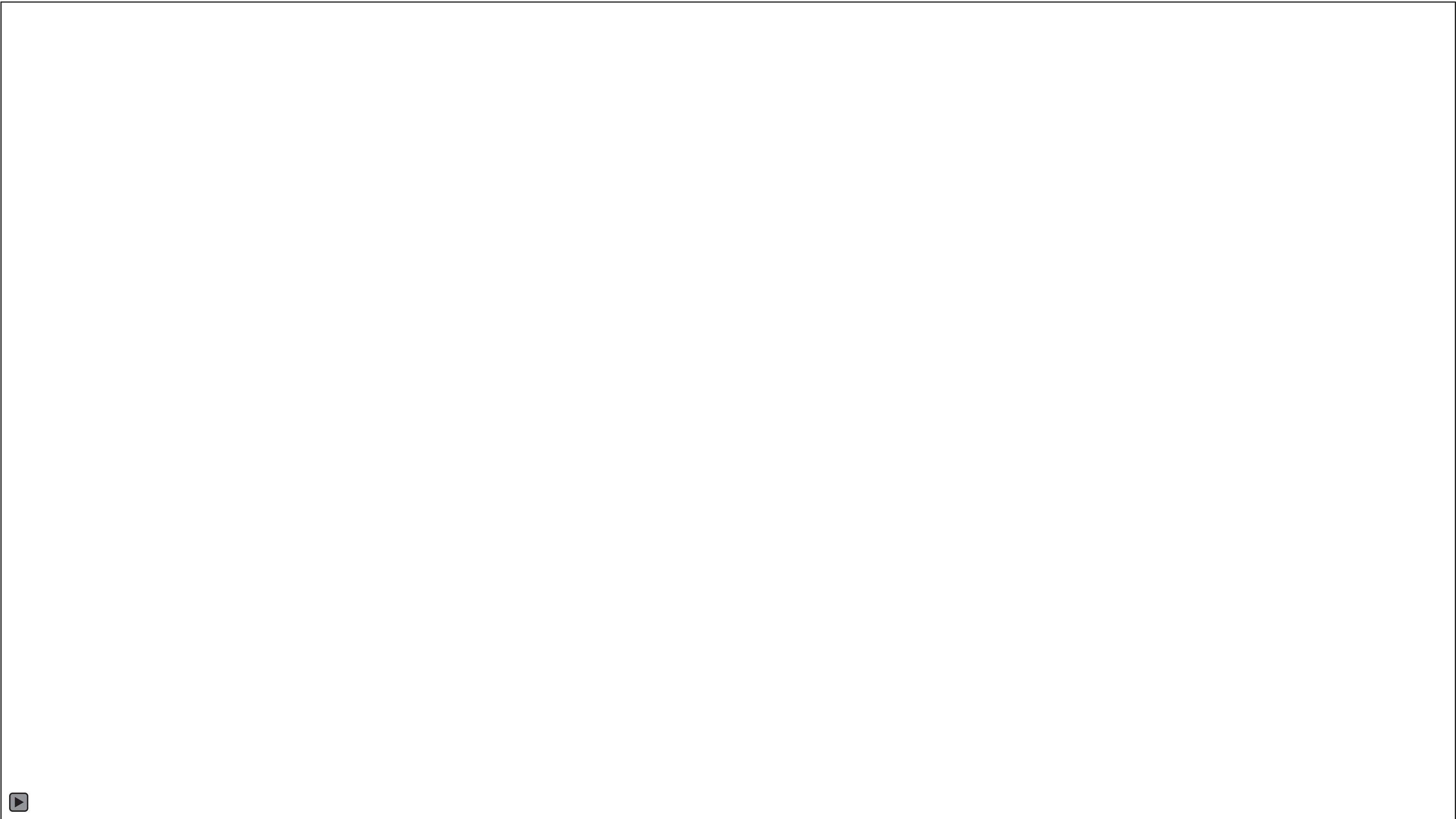
To establish Oats in the US consumer market as a tasty, versatile and healthy food ingredient that may be enjoyed at anytime of the day, and promote consumption.



Target Market

Females
Aged **24-64**
in the
UNITED STATES






OatsEveryday.com





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OATS EVERYDAY

OAT-RAGEOUS RECIPES



ELEGANT MAIN DISHES WITH OATS

We're classing our family get-togethers up a notch. No, we're not ordering an ice sculpture or installing a chandelier. We'll be adding a touch of elegance to our next family dinner with these delicious Oat-Breaded Pork Medallions with Dijon Mushroom Sauce we'll be serving as our main course.

The next couple months will present a lot of opportunities for dinners and parties with friends and family, and while we love spending time in the kitchen, it can get to be a little too much to spend a full afternoon cooking when there is visiting to do.


You can make these savory medallions in just 30 minutes, proving that elegant dishes don't have to take up your entire day. The pork and the sauce in this delicious recipe are made using [rolled oats](#) and [oat flour](#) respectively, adding heart-healthy fiber and nutrients you wouldn't get from pork medallions done with traditional breading and flour.... [Continue Reading](#)



OAT RISOTTO WITH CHORIZO

Wake up your taste buds and increase your soluble fiber intake with this creamy oat risotto, topped with spicy chorizo and tender-crisp broccoli.

[Full Recipe](#)



OAT PILAF WITH WALNUTS, RAISINS AND FETA

When planning your holiday buffet, look for dishes that can do double duty and are forgiving when it comes to temperature. This easy-going pilaf, made with whole grain [oat groats](#), does double duty as both a salad and a side dish. Your guests will love the contrast between the sweet raisins and the salty feta cheese.

[Full Recipe](#)



LEMONY SHRIMP WITH PARMESAN OATS

In our easy-to-prepare twist on "shrimp and grits," a generous serving of garlicky, lemony shrimp nestles into buttery, cheesy [steel cut oats](#). This is next-level comfort food.

[Full Recipe](#)

WATCH OAT-RAGEOUS RECIPES



Banana Berry OATMEAL



Stir-fried Veggies and Oats



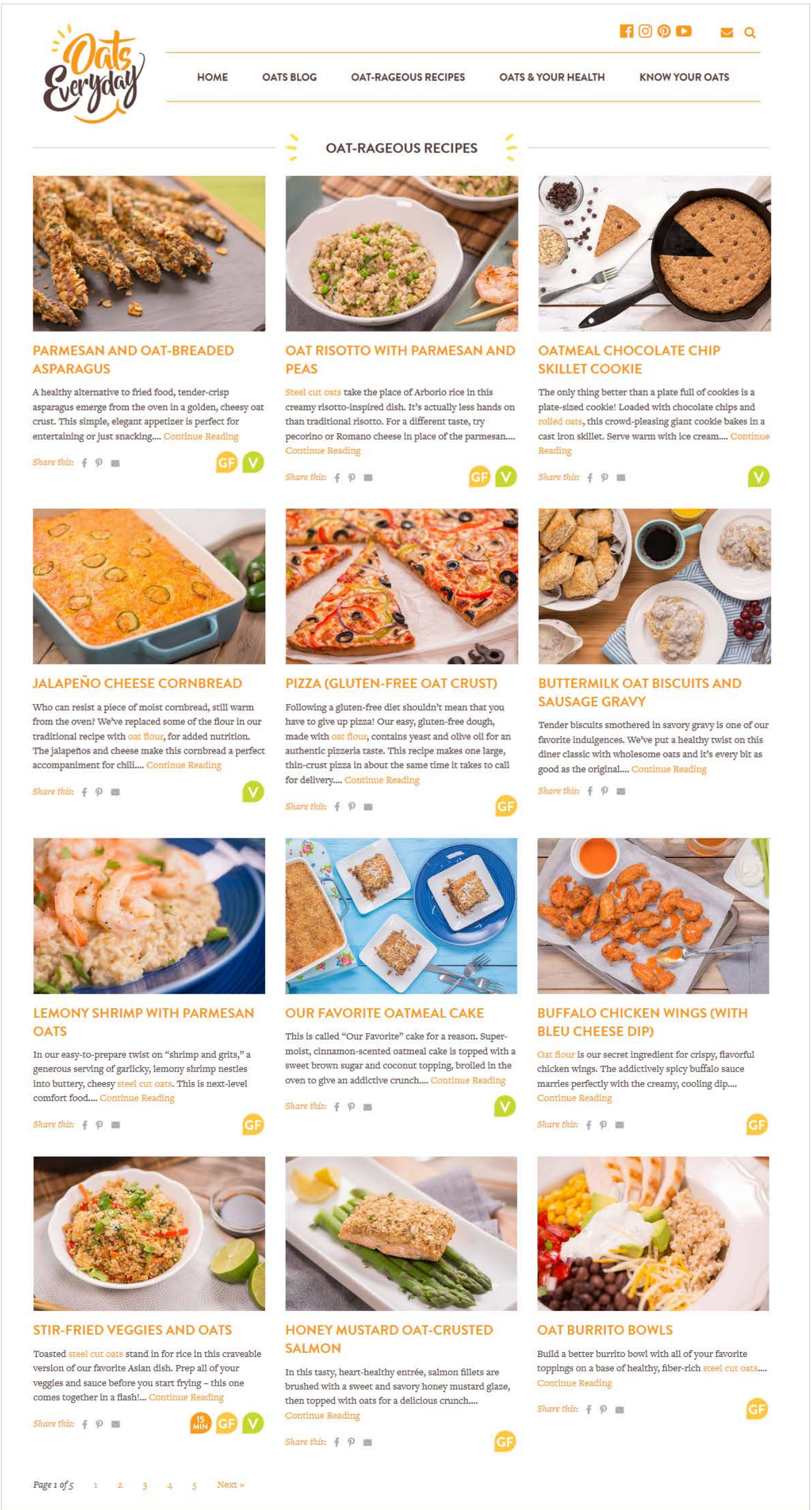
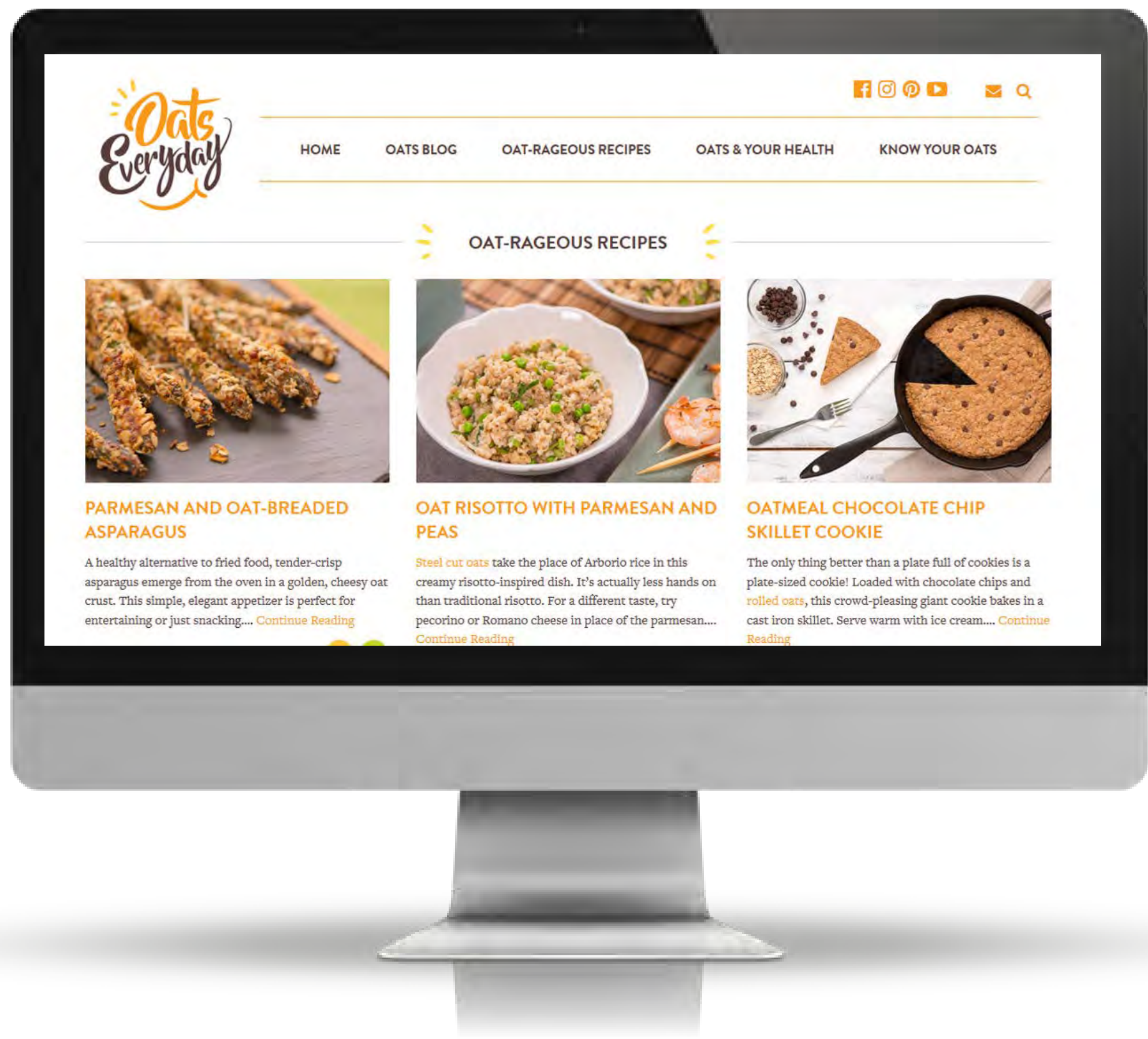
Pizza with Gluten-free Oat Crust



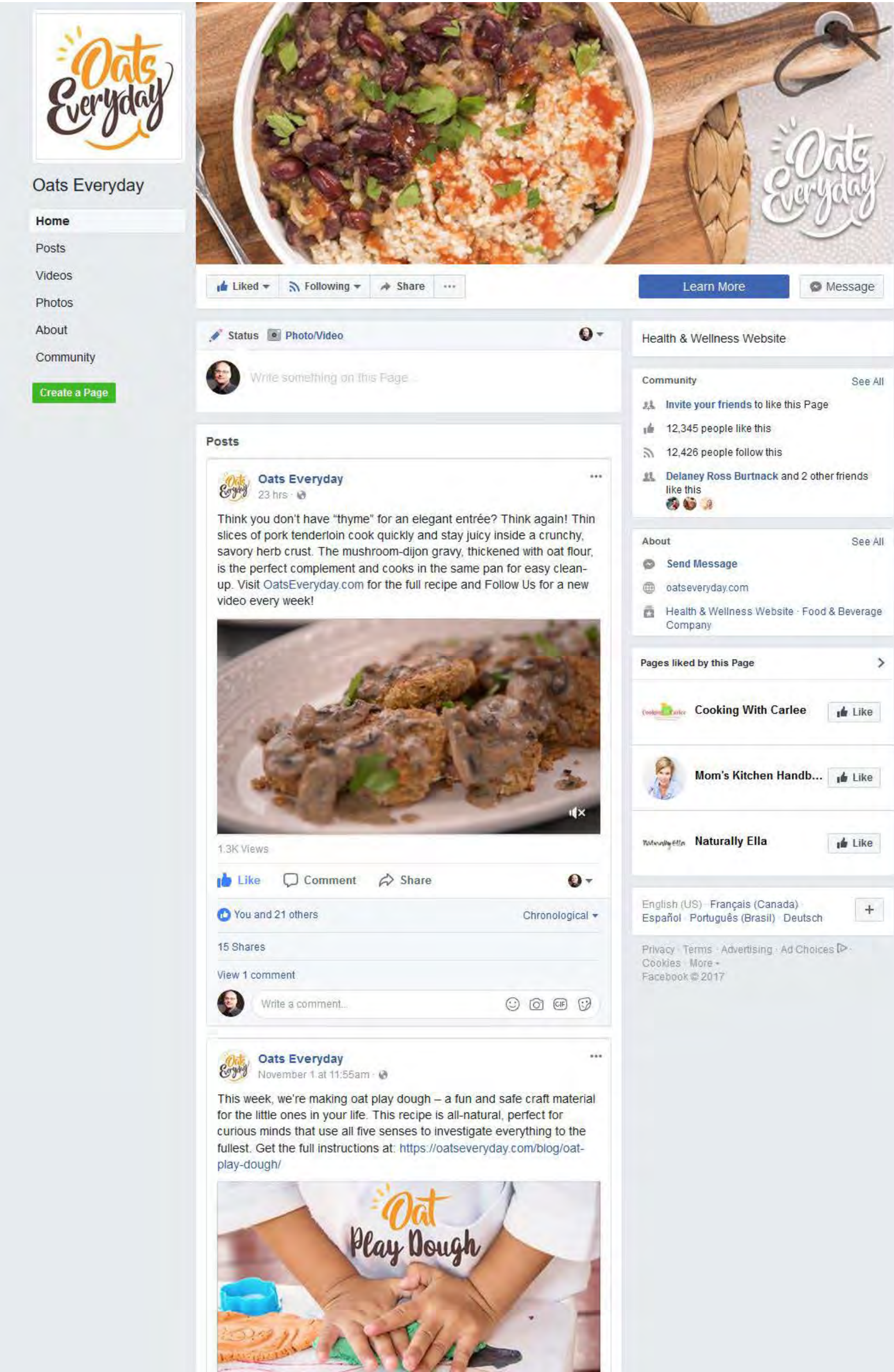
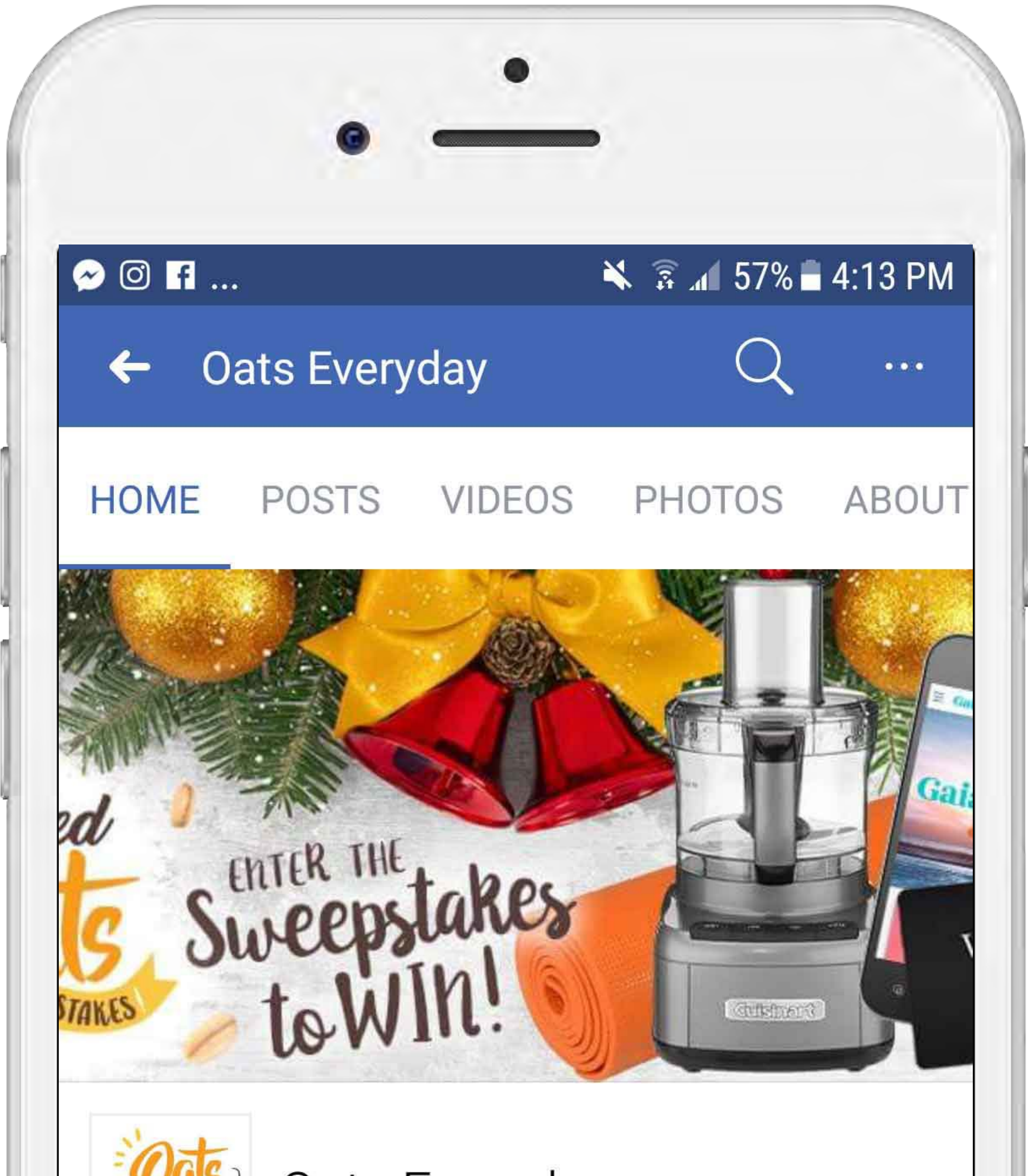
Our Favorite OATMEAL CAKE




53 Delicious Recipes



Facebook





Engagement



Oats Everyday
Published by Jody Dundas [?] · September 28 · 🌐


Who can resist the smell of freshly-baked banana bread? Our moist and flavorful Banana Oat Bread contains less fat and sugar than traditional recipes, and is loaded with wholesome oats for added fiber and a terrific, hearty texture. Get the full recipe at [OatsEveryday.com](https://oatseveryday.com) and Follow Us for a new video every week!





 71826 people reached


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29K Views

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 Comment

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 Emy Mikhael, Maxy Pacios and 283 others


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309 Shares


16 Comments




Sharron Austin I love honey oat bread. And Subway makes it for thier sandwiches.
[Like](#) · [Reply](#) · [Message](#) · 1 · September 28 at 11:12am




Donna Yost that looks so good
[Like](#) · [Reply](#) · [Message](#) · 1 · September 28 at 1:26pm




Rita Mosley Looks so good
[Like](#) · [Reply](#) · [Message](#) · 1 · September 28 at 3:51pm




Annette Dingess Thanks
[Like](#) · [Reply](#) · [Message](#) · 1 · September 28 at 5:05pm




Michele L Geary Yummy!
[Like](#) · [Reply](#) · [Message](#) · 1 · September 29 at 2:05am




Nancy Windhorst I like the use of the ceramic loaf pan.
[Love](#) · [Reply](#) · [Message](#) · 1 · September 29 at 6:12am




Oats Everyday 🤗👍 Ceramic bakes so evenly, doesn't it? Thanks for watching, Nancy!
[Like](#) · [Reply](#) · 2 · Commented on by Oats Oats Oats [?] · September 29 at 10:01am




Donna Davis Thanks
[Like](#) · [Reply](#) · [Message](#) · 1 · September 30 at 12:31am




Josie Stewart Love that cake thank you for your good recipe
[Love](#) · [Reply](#) · [Message](#) · 1 · October 1 at 11:17am




Wanda Jennings Looks good
[Like](#) · [Reply](#) · [Message](#) · 1 · October 1 at 11:21pm




Doris Narine Yummy
[Like](#) · [Reply](#) · [Message](#) · 1 · October 3 at 12:42pm



Annette Pelagio Can I please have the recipe
[Like](#) · [Reply](#) · [Message](#) · October 3 at 11:40pm




Oats Everyday Hi Annette! The Banana Oat Bread recipe, along with dozens of other fantastic oat recipes, can be found at [OatsEveryday.com!](https://oatseveryday.com/.../desserts.../banana-oat-bread/) <https://oatseveryday.com/.../desserts.../banana-oat-bread/>




Recipes, Tips, Videos and Creative Oatspiration - Oats Everyday
Delicious ways and nutritious reasons to...
OATSEVERYDAY.COM


[Like](#) · [Reply](#) · [Remove Preview](#) · Commented on by Oats Oats Oats [?] · October 5 at 10:01am · Edited




Arnold Fields Going to have try it looks yummy
[Like](#) · [Reply](#) · [Message](#) · 1 · October 4 at 8:38pm



Terri Metchnikoff My bread is in the oven, we'll see.
[Like](#) · [Reply](#) · [Message](#) · 1 · October 5 at 12:35pm

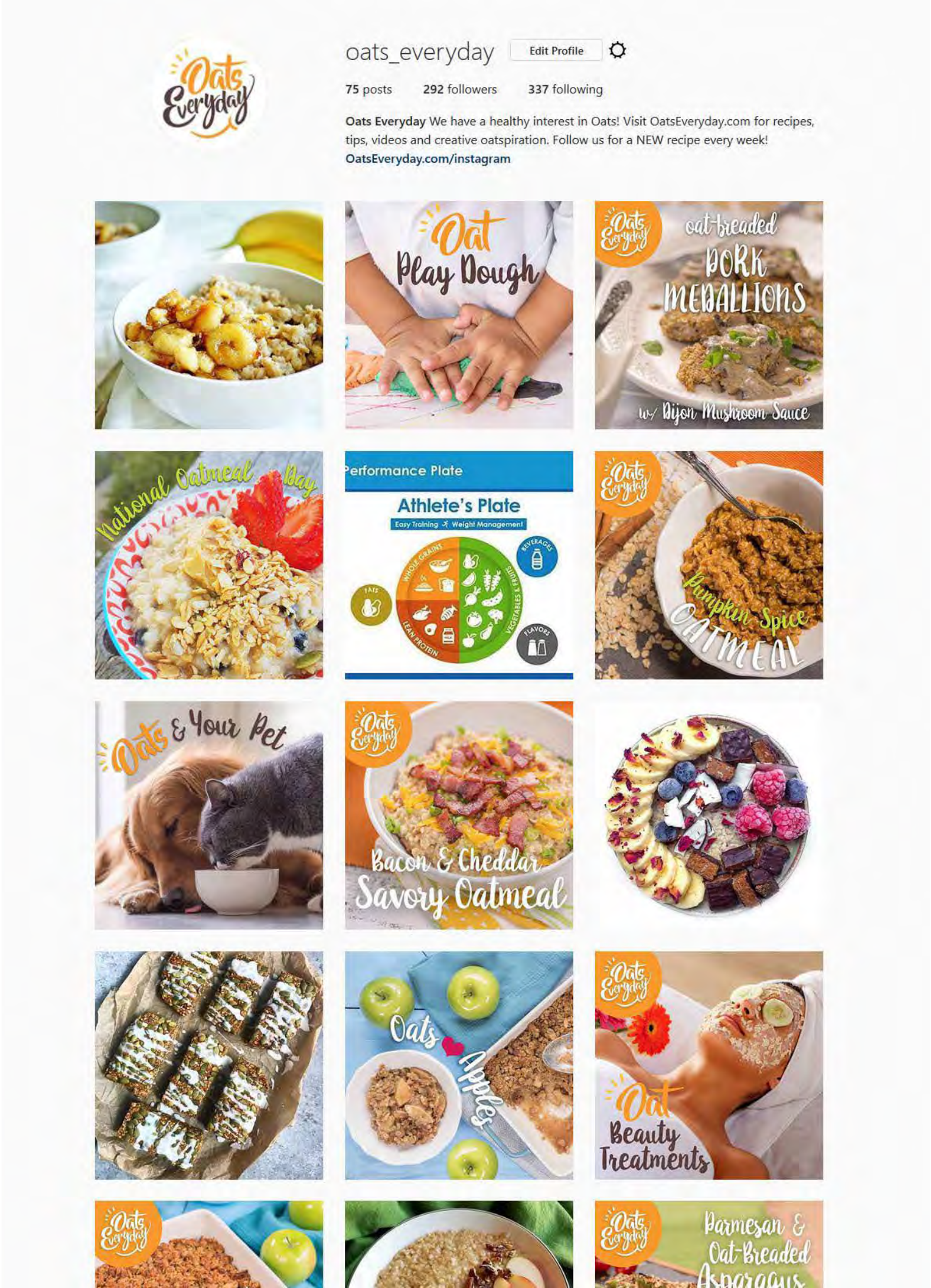
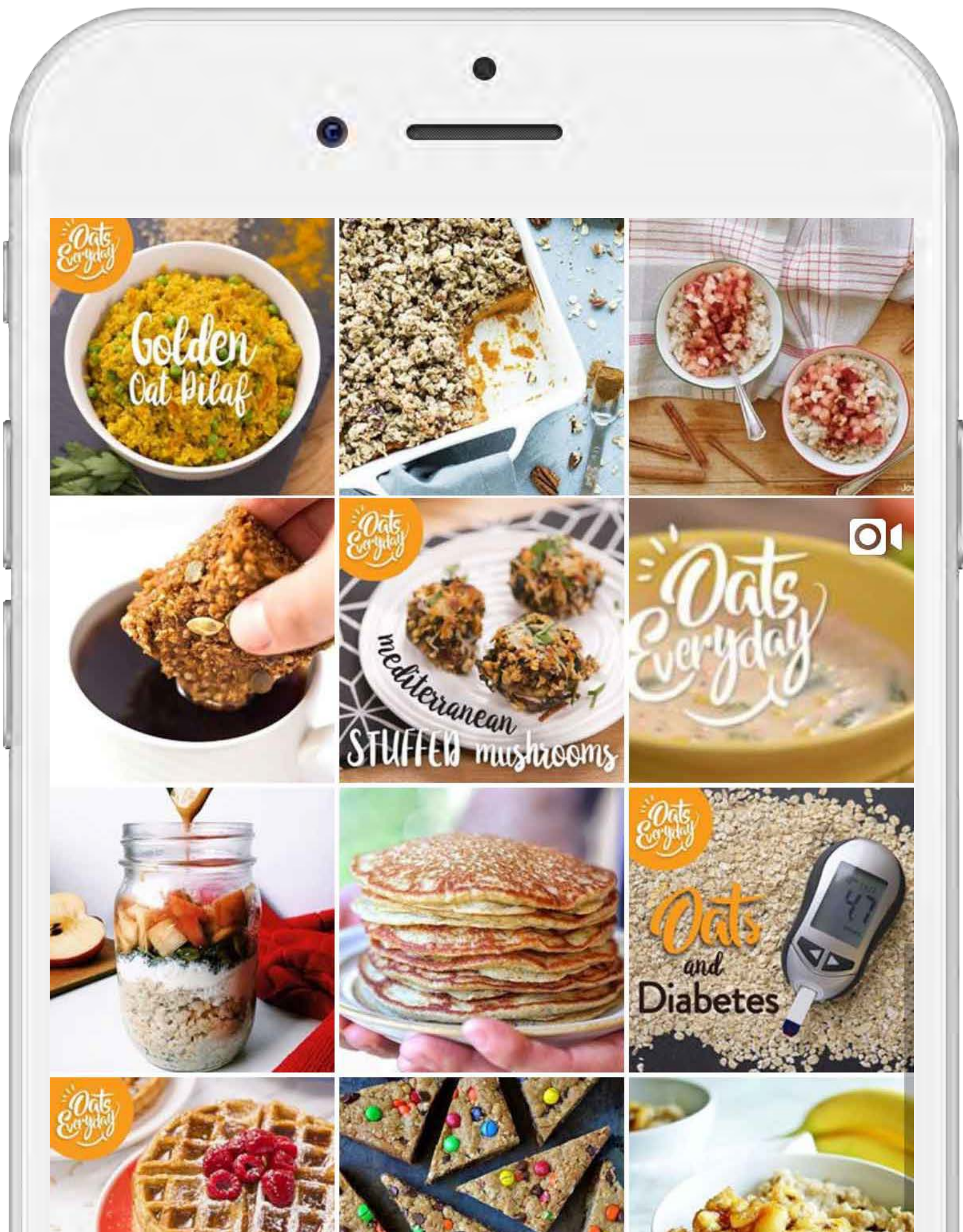


Jaya George What's a good substitute for yogurt for kids with dairy allergies ?
[Like](#) · [Reply](#) · [Message](#) · October 23 at 2:03am



Oats Everyday Hi Jaya! You can substitute the same quantity of non-dairy milk (such as almond or coconut), or even applesauce, for the yogurt.
[Like](#) · [Reply](#) · 1 · Commented on by Oats Oats Oats [?] · October 23 at 9:37am · Edited

Instagram



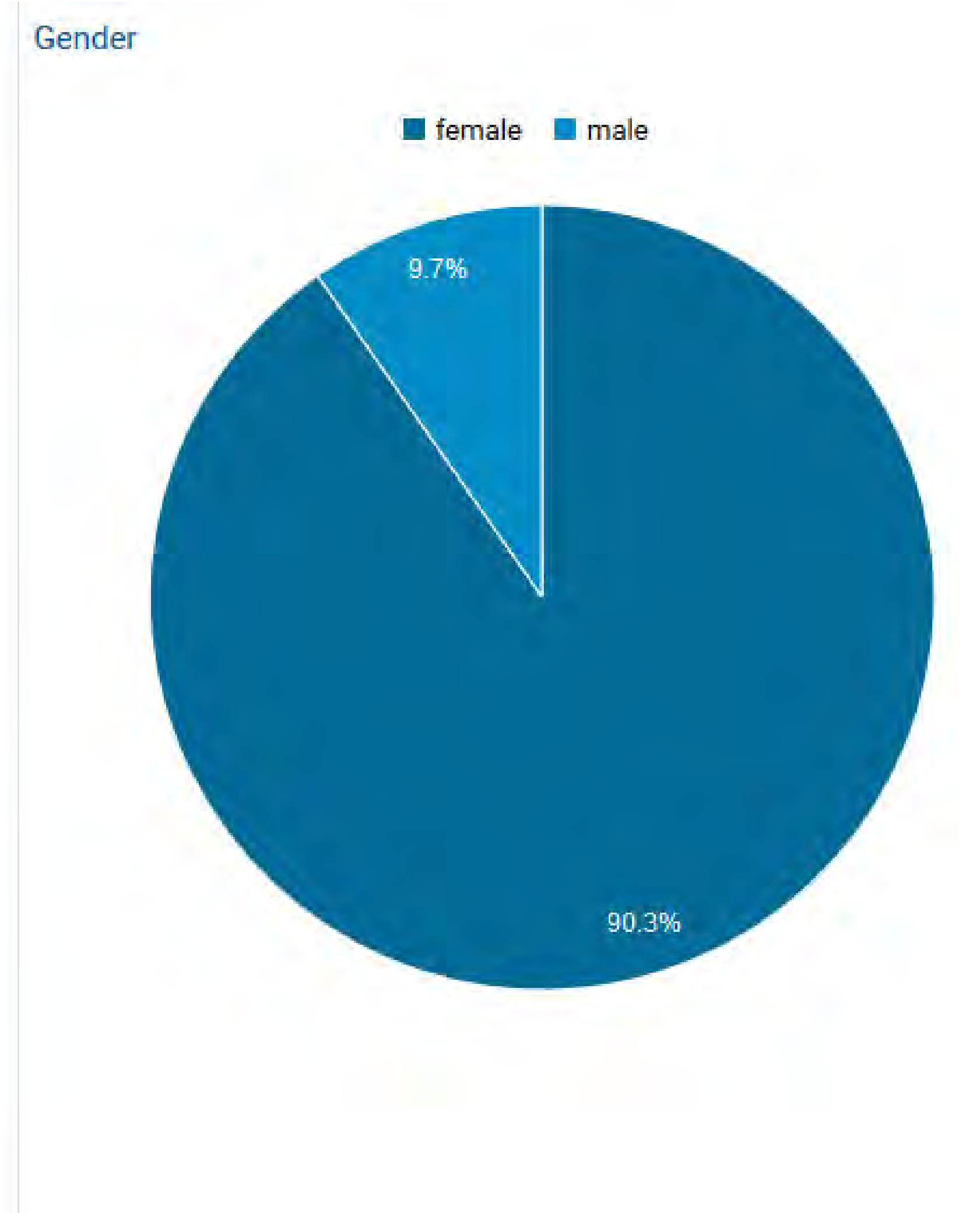
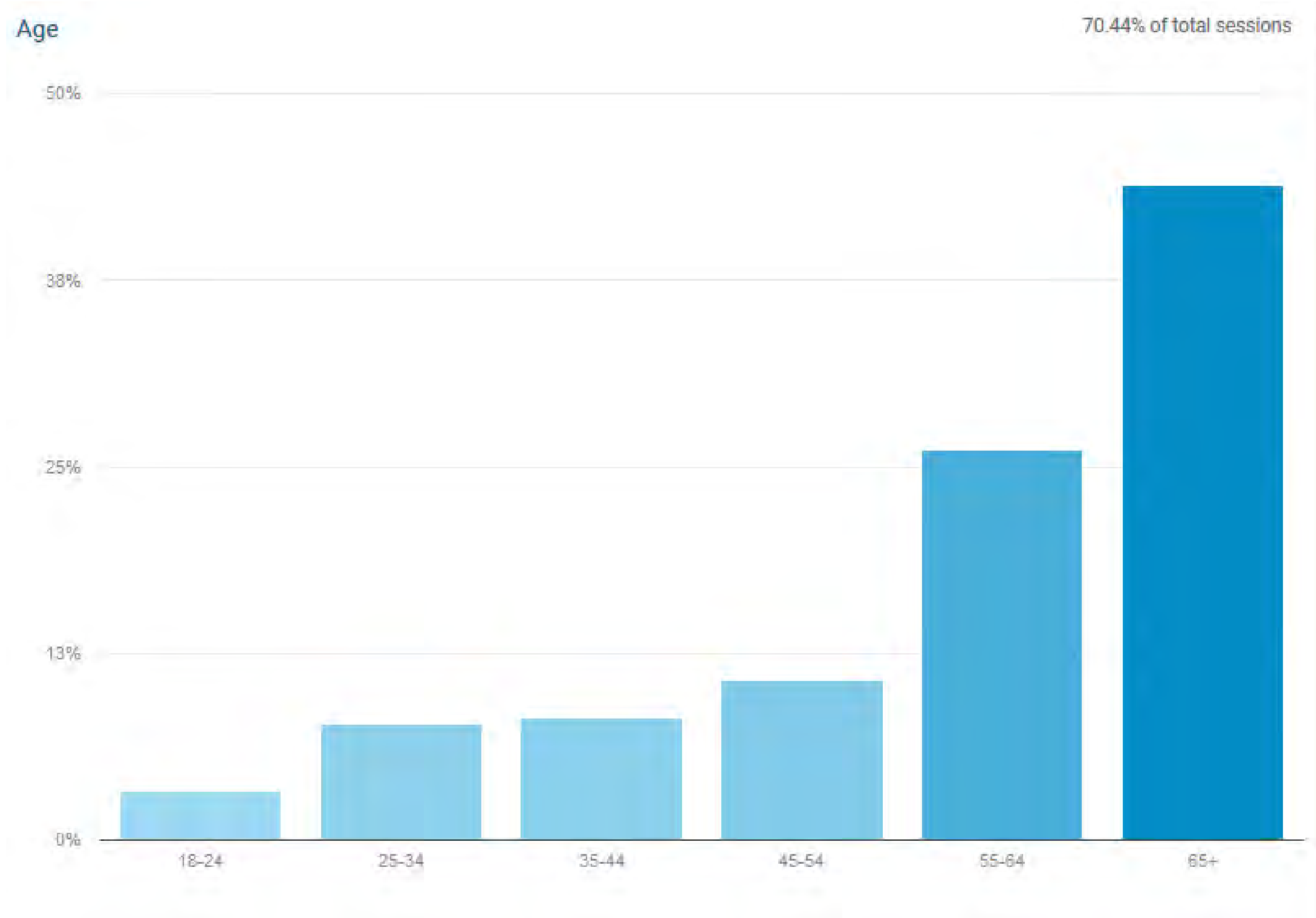
Current Performance Indicators

(AS OF NOV 27, 2017)

INDICATOR	ACTUAL	PROJECTED
oatseveryday.com pageviews	39,382	256,000
Facebook reach	2,094,268	555,000
Facebook followers	17,257	33,000
Facebook actions	370,933	275,000

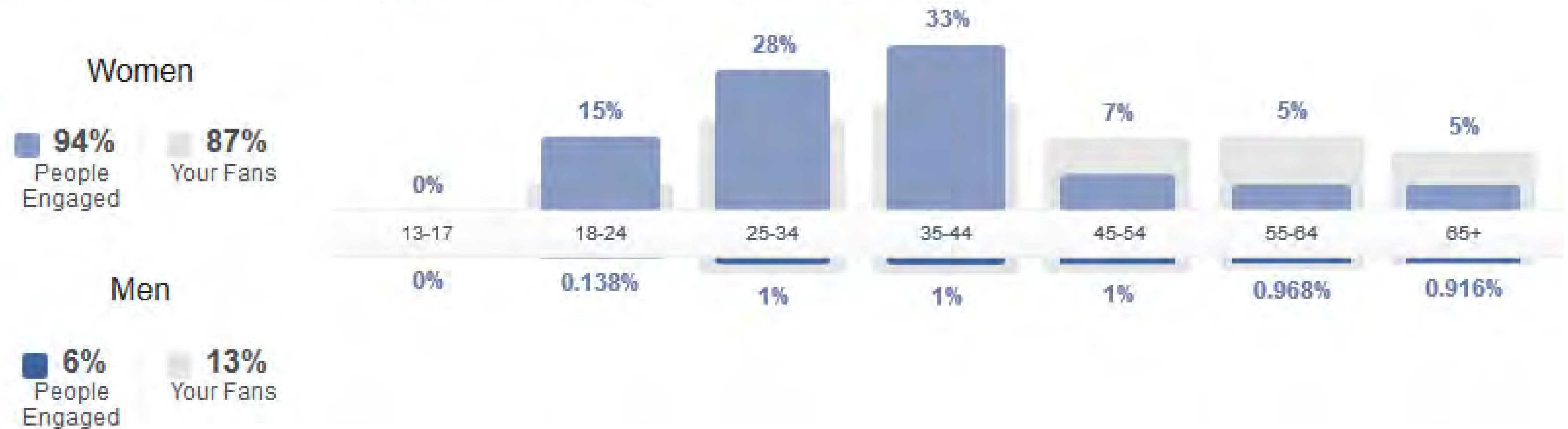


Website Demographics



Facebook and Instagram Demographics

The number of People Talking About the Page by user age and gender.



Objectives for Second Half



INCREASE
Page Views



INCREASE
**Facebook
Followers**

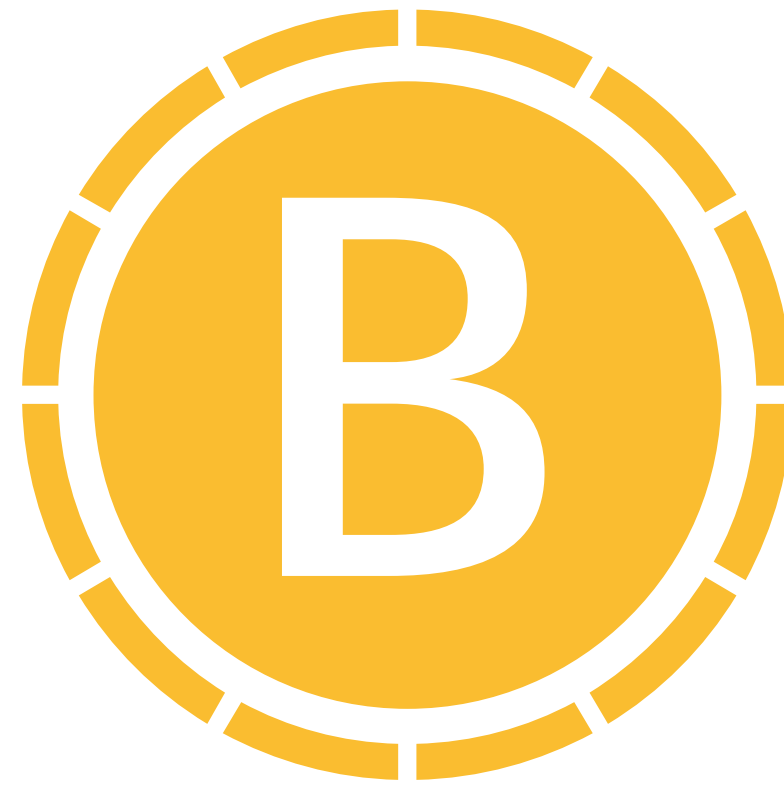


INCREASE
**Engagement
with Younger
Demographic**

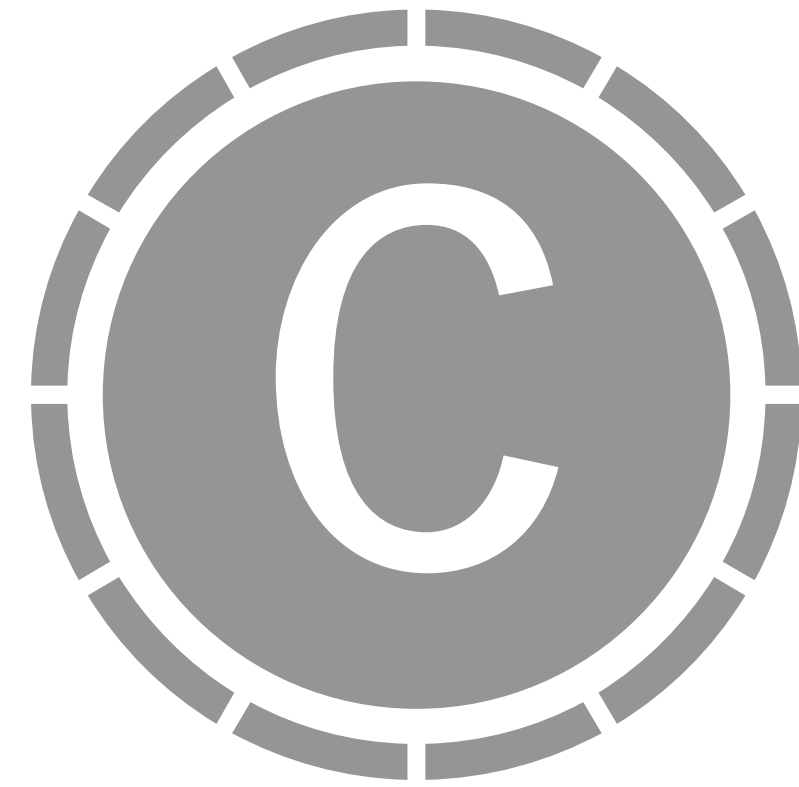
Objectives for Phase 2



**Develop
52 recipes for
weekly release.**



**Continue to build
Brand Awareness
and Audience**



**Develop
Strategic
Partnerships**

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