

Announcer: Imagine with this light crisp cereal, you can get all the nourishment of oatmeal. For this is Post Heart of Oats, a new kind of ready-to-eat cereal that gives you the nourishment of oatmeal.

- But without cooking, what a blessing! I'll show you why. See that gang of mine? Always on the go, and there's nothing better for them than oats for all that protein, and vitamins and minerals. And for those shenanigans, they need all those things. (bell ringing) Well, with Heart of Oats they get all the nourishment of oatmeal both in summer and winter in a fun way, the way they like to eat cereal. And I don't have the nuisance of cooking.

Announcer: Now you can get all the nourishment of oatmeal with Post Heart of Oats in milk. Crisp and light, so light it fairly dances on milk. So give your family the strength of oats with new Post Heart of Oats.

- You know something? They taste just a little bit better!