



## Porridge news from Central and Eastern Europe

Every year in early October, the World Porridge Championships are held in Scotland, but it's not only the Scots who love their porridge.

The German porridge championship was held last May. It was organized by the popular startup company [3Bears](#), which makes flavoured oatmeal. Here's a (condensed) description of the festivities from their website (the original German text and some photos can be found [here](#)):

“That was exciting! At the Golden Porridge Bowl - the first German porridge championship – porridge was eagerly cooked, decorated, and eaten.

The event was opened by a bagpipe player to acknowledge the Scottish roots of this popular oat dish. All the finalists surprised us with fabulous porridge creations - each recipe contained so much love and ingenuity. But one young lady in particular was able to impress the trained jury with both her traditional porridge and porridge specialty creations: dear Annika! Congratulations and hats off for a great performance!

Annika thus wins the title of Golden Porridge Bowl Champion 2019. She has also qualified to compete in the "Golden Spurtle" World Porridge Championship in Scotland this fall and we will be sponsoring the trip!

Our co-founder Caroline represented Germany at the World Championships last year. Knowing that we have now found a worthy successor, she said, ‘I have wonderful memories of my participation last year. Annika, you can rejoice - it will be a lot of fun in Scotland!’

The participants came up with some really tasty creations and we also revealed our new porridge variety, 3Bears Fine Cocoa Porridge. We congratulate the winner once again and thank all the competition participants, as well as the great jury - it was absolutely magical being with you!”

October 10th was declared World Porridge Day in 2009. It was created by [Mary's Meals](#) to help raise money to feed hungry children around the world. It has been celebrated in Lithuania since 2013, with activities being funded by the government, as well as the big Lithuanian oat processor [Malsena](#). More than 500 schools from all over Lithuania take part every year! You can read more about that [here](#).

For a detailed assessment of the importance of breakfast in a number of European countries, read [this report](#), published in 2017 by the European Breakfast Cereal Association, CEEREAL. It is a good overview, with a lot of interesting diverse facts. Not everyone eats oats for breakfast, but we can work to change that!

-Steffen Beuch and Charlene Wight, 2019.