

# Oatcakes go crackers....

- ❌ Scottish oatcakes have been rebranded as crackers – to help puzzled American shoppers.

Nairn's, Scotland's biggest oatcake manufacturers, have been forced into the move as Americans think a cake is something sweet.

The Edinburgh-based firm has also rebranded its oat biscuit lines as "cookies" to appeal to buyers on the other side of the Atlantic.

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