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FOR IMMEDIATE RELEASE

Carbonated Soft Drink Sales Fizzing Out – Reclaim Profits with CRYSTAL LIGHT Bag-in-Box!

April 28, 2014 - Carbonated soft drink volumes are hardly bubbling over. In fact, if current trends continue, volumes could decline 15-20% by 2020¹. As carbonated soft drinks sales continue to decline, many operators are seeking new opportunities to increase beverage profits while providing patrons with the refreshing drinks they want.

Both convenience store and foodservice operators are noticing a decrease in total carbonated soft drinks sales. Total CSD dollar sales fell 1.4%² and unit sales dropped 4.2%³ in c-stores in 2013, while restaurants served up five percent fewer sodas in the 12 months ending with February 2013³. Customers have instead turned to non-carbonated drinks like specialty coffees, up 6 percent, and tap water, up 4 percent⁴. That 4 percent increase in tap water drinkers spells profit loss for foodservice operators. A profitable option for combating this trend is serving CRYSTAL LIGHT, the #1-selling non-carbonated sugar-free drink mix⁵. With a wide variety of on-trend flavors and only 5 calories per serving, customers get the refreshment they demand and operators appreciate the convenience and efficiency of the bag-in-box format.

With 90% aided brand awareness⁵, CRYSTAL LIGHT Bag-in-Box can easily help operators regain their cold beverage sales. In fact, a recent study conducted with more than 50 operations showed that adding CRYSTAL LIGHT Bag-In-Box to their lineup increased total machine-dispensed cold beverage sales by 9%⁶. Plus, compact packaging and no electricity needed make it an eco-friendly and energy efficient choice. Available in seven refreshing flavors including Raspberry Ice, Cherry Antioxidant, Wild Strawberry Energy, Lemonade, Fruit Punch, Iced Tea with Lemon and Peach Tea, CRYSTAL LIGHT Bag-in-Box is sure to appeal to customers seeking a flavorful, cold beverage and operators looking to boost their bottom line.

For more information and to receive two free cases of Crystal Light Bag-In-Box, contact a Kraft sales representative today at 1-800-537-9338 or visit www.kraftfoodservice.com/CLBIB

ABOUT KRAFT FOODS GROUP

Kraft Foods Group, Inc. (NASDAQ: KRFT) is one of North America's largest consumer packaged food and beverage companies, with annual revenues of more than \$18 billion. With the spirit of a startup and the soul of a powerhouse, Kraft has an unrivaled portfolio of products in the beverages, cheese, refrigerated meals and grocery categories. Its iconic brands include *Kraft*, *Maxwell House*, *Oscar Mayer*, *Philadelphia*, *Planters*, *Velveeta*, *Capri Sun*, *JELL-O* and *Lunchables*. Kraft's 23,000 employees in the U.S. and Canada have a passion for making the foods and beverages people love. Kraft Foods Group is a member of the Standard & Poor's 500 and the NASDAQ-100 indices. For more information, visit kraftfoodsgroup.com and facebook.com/kraft.

¹ Wells Fargo, "Why are Americans falling out of love with diet soda? And what are they drinking instead?" Food Navigator USA, October 14, 2013

² IRI, "CSD Sales Down 1.4% in C-Stores in 2013", CSPnet.com, February 13, 2014

³ 2014 Beverage Report, CSP Magazine

⁴ NPD, "Soda Problems", Restaurant Business, July 17, 2013

⁵ Aided, IPSOS Brand Health Tracker, Year End 2013

⁶ Cognitio Study, Aug. 24, 2013: Based on a 52-unit in-store test, May—July 2012

ABOUT KRAFT FOODSERVICE

Kraft Foodservice is a division of Kraft Foods Group, Inc. (NASDAQ: KRFT), one of North America's largest consumer packaged food and beverage company. Kraft Foodservice provides a diverse portfolio of brands, marketing and sales expertise, and resources to the U.S. foodservice industry. Visit kraftfoodservice.com for more information.

ABOUT BEV1 BRANDS

Bev1 Brands is a single source for the diverse portfolio of hot and cold beverage brands offered by Kraft Foods Group, Inc. (NASDAQ: KRFT). From iconic coffee brands such as *Maxwell House* and *Gevalia* to refreshing *Crystal Light*, *Capri Sun* and more, Bev1 Brands offers products, equipment, merchandising and service support to the U.S. foodservice industry.