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FOR IMMEDIATE RELEASE

**Inspire S'more Sales with
GENERAL FOODS INTERNATIONAL S'mores Cappuccino featuring JET-PUFFED Marshmallows**

March 26, 2014 – GENERAL FOODS INTERNATIONAL (GFI) is proud to announce the launch of S'mores Cappuccino featuring JET-PUFFED Marshmallows. This new limited time flavor combines the rich taste of chocolate with a hint of graham cracker and marshmallow – the classic flavors of everyone's favorite campfire treat.

For more than 80 years, s'mores have been a staple dessert that evoke memories of camping trips and stories around the fire. In fact, the first printed record of a s'mores recipe appeared in a Girl Scout handbook in 1927! Plus, JET-PUFFED Marshmallows, which launched nationally in 1959, have been earning their title as "America's Favorite Marshmallow¹" for more than half a century. But this treat is anything but dated – nostalgic desserts are enchanting restaurant guests across the country, and artisanal marshmallows are a burgeoning trend.

With GENERAL FOODS INTERNATIONAL S'mores Cappuccino featuring JET-PUFFED Marshmallows, your customers can easily indulge in the flavors of their childhood while you boost hot beverage sales. Keep your beverage offerings relevant and exciting with limited time offerings throughout the year, as almost two in five consumers (38%) say their flavor preferences shift according to seasonality. What's more, GFI offers eye-catching front-of-house merchandising to communicate this and other limited-time offer flavors, including door clings, wobblers, flavor tags, counter cards and translite stickers.

Want to try GENERAL FOODS INTERNATIONAL S'mores Cappuccino featuring JET-PUFFED Marshmallows for yourself? Visit kraftfoodservice.com/GFI to order a sample kit, plus download a rebate to earn up to \$250 off your purchase of GFI seasonal flavors. Don't miss out on this opportunity to fire up hot beverage sales!

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 www.kraftfoodsgroup.com and www.facebook.com/kraft.

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 www.Kraftfoodservice.com for more information.

¹ ACNielsen, 52 Weeks Ending 9/28/2013