

FOR MORE INFORMATION:

Jessica Butera
The Food Group
212-329-6273
Jessica.Butera@thefoodgroup.com

Kraft Foods
847-646-4538
news@kraftfoods.com

**FOR IMMEDIATE RELEASE****General Foods International Cappuccinos Launches Pumpkin Spice for Fall 2013**

In anticipation of cool autumn days, Kraft Foodservice is excited to announce the launch of Pumpkin Spice, the fall limited-time offer from General Foods International Cappuccinos (GFIC). As part of the GFIC portfolio, Pumpkin Spice delivers on-trend flavor and provides operators with a delicious, barista-quality cappuccino at an affordable price to meet customer demand.

Appealing to consumer's tastes and designed to drive seasonal sales, Pumpkin Spice is made from premium ingredients reflected in its rich smooth finish and hearty aroma of autumnal spices.

"We are so excited to bring back Pumpkin Spice as it continues to be a seasonal favorite among both customers and operators," said Megan Sparks, Associate Business Manager, Coffee, Kraft Foodservice. "Our goal is to consistently offer on-trend flavors throughout our entire General Foods International portfolio allowing our operators to stay relevant with their loyal patrons."

To view the entire portfolio of General Foods International flavors, visit www.kraftfoodservice.com/bev1brands

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.

Visit www.kraftfoodservice.com/bev1brands for more information.

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), North America's fourth 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.