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**SWEETEN SALES WITH NEW ENGLISH RASPBERRY TEA FROM GENERAL FOODS INTERNATIONAL**

NORTHFIELD, Ill. - June 11, 2014 – It's tea time with *GENERAL FOODS INTERNATIONAL (GFI)* English Raspberry Tea! This brand new limited time flavor blends the taste of sweet raspberries and tea to deliver a creamy café style beverage. Don't miss out on this delectable summertime treat, available July 1.

English Raspberry Tea provides the perfect opportunity for operators to capitalize on the growing specialty tea and tea latte trend. Domestic tea sales at restaurants, grocery stores and shops reached a whopping \$15.7 billion last year – up nearly 32% from 2007, according to consumer goods research firm Packaged Facts. In the next two years, the market is expected to expand to \$18 billion.<sup>1</sup> Latte consumption rose 11% between 2012 and 2013<sup>2</sup>, and more than one-tenth of consumers (13%) say they consumed a hot or cold specialty tea such as a tea latte or bubble tea in the last month.<sup>3</sup> All of this adds up to profit potential for operators offering specialty tea and tea latte beverages.

The summer-friendly flavor of fresh raspberries also appeals to consumers' seasonal tastes. Two-fifths of consumers (41%) strongly agree their beverage preferences change depending on the season, and one-third of them agree that raspberry is an appealing flavor for tea.<sup>4</sup> *GFI* English Raspberry Tea is the perfect addition to your summertime beverage offerings!

As an industry leader for 40 years, *GFI* provides you with the power and resources to boost hot beverage sales and treat your guests to a full line of rich and creamy café-style

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<sup>1</sup> Los Angeles Times "In the beverage industry, it's definitely tea's time", May 26, 2013

<sup>2</sup> National Coffee Association, National Coffee Drinking Trends Study, 2013

<sup>3</sup> Technomic, Beverage Trends Consumer Trend Report, 2012

<sup>4</sup> Technomic, Beverage Trends Consumer Trend Report, 2012

beverages. Each *GFI* specialty coffee, hot cocoa and tea product delivers the convenience your busy customers demand and the indulgent flavors they love. What's more, *GFI* is currently offering free sample kits for order and merchandising kits to help you grab your customers' attention and encourage sales of English Raspberry Tea, as well as other flavor offerings. The newly designed front-of-house merchandising includes door clings, wobblers, flavor tags, counter cards and translite stickers.

Visit [kraftfoodservice.com/GFI](http://kraftfoodservice.com/GFI) to request your free sample kit and merchandising kit, plus download a rebate to earn up to \$250 off your purchase of *GFI* seasonal flavors.

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#### **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. The company's iconic brands include *Kraft*, *Capri Sun*, *JELL-O*, *Kool-Aid*, *Lunchables*, *Maxwell House*, *Oscar Mayer*, *Philadelphia*, *Planters* and *Velveeta*. Kraft's 22,500 employees in the U.S. and Canada have a passion for making the foods and beverages people love. Kraft is a member of the Standard & Poor's 500 and the NASDAQ-100 indices. For more information, visit [www.kraftfoodsgroup.com](http://www.kraftfoodsgroup.com) and [www.facebook.com/kraft](http://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](http://www.Kraftfoodservice.com) for more information.