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FOR IMMEDIATE RELEASE

Enhance Your Coffee Service with GEVALIA KAFFE

Offer customers a delightfully unique coffee experience with GEVALIA coffee. Its strong appeal has made it the fastest-growing premium coffee brand¹, boasting 51% brand awareness.² With a rich selection of on-trend offerings – including Hazelnut and Espresso – there’s a variety sure to please everyone. GEVALIA coffee is ideal for operators looking to boost sales by adding a premium coffee program, which appeals to the patron desiring a luxurious coffee experience.

Savored by generations of Swedish royalty for more than 150 years, GEVALIA embodies the very essence of European refinement. With a distinctively rich, smooth taste that’s never bitter, it’s the perfect answer to today’s more sophisticated coffee palates.

GEVALIA is available in a variety of formats, roasts, blends and flavors including:

- Medium Roast—a smooth, full-bodied coffee with a heavenly aroma and a deeper, darker taste
- Dark Roast—a full-flavored coffee featuring an enticing aroma without the burnt or bitter taste
- Colombian—a smooth, invigorating coffee with a rich, complex and vibrant flavor
- Espresso—a strong, intensely flavored choice for connoisseurs of fine coffee
- Hazelnut—a delicate, mellow coffee with smooth hazelnut flavor and a hint of vanilla

Brew formats include: fractional pack, shuttle, urn and single cup. Elevating your coffee identity has never been easier with GEVALIA coffee.

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

ABOUT KRAFT 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.

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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. 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 [facebook.com/kraft](https://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 companies. 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.

¹ Nielsen Total US xAOC YTD week ending 7/27/13

² Nielsen AOD xAOC Scanner: 2009–2012