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FOR IMMEDIATE RELEASE

**MAXWELL HOUSE Offers a Variety of Formats to Meet All Your Brewing Needs**

MAXWELL HOUSE delivers superior quality, premium taste and exceptional value with a variety of formats that make it easy for operators to select the best option to ensure efficiency, effectiveness and profitability for their business. The MAXWELL HOUSE portfolio offers solutions to deliver MAXWELL HOUSE coffee for more than one brewing system within an operation to satisfy all brewing needs.

From roast and ground coffee to on-demand formats, MAXWELL HOUSE delivers superior quality and value that operators can rely on. Roast and Ground options include Fractional Packs, Whole Bean, Shuttle Packs, Filter Packs, In-room Filter Packs and Urn Packs.

For added convenience, MAXWELL HOUSE also offers on-demand formats such as Frozen Liquid Coffee Concentrate, Shelf Stable Liquid Coffee Concentrate and Freeze-Dried Coffee. Ideal for medium to high volume operations, Frozen Liquid Coffee Concentrate is flash-frozen and can-sealed to lock in premium flavor, so operators can serve what they need, when they need it. Shelf Stable Liquid Coffee Concentrate provides another convenient solution for operations with limited refrigerator and freezer space since the aseptic 2/2 liter bag-in-box product offers an extended unrefrigerated 12-month shelf life. Ideal for high-volume coffee service, MAXWELL HOUSE Freeze-Dried coffee allows you to serve medium to large volumes of coffee quickly and with amazing ease.

As an internationally recognized brand, MAXWELL HOUSE delivers the fresh-brewed flavor profiles that customers have come to expect while offering operators convenient and flexible options to meet their business needs.

*For more information, visit [kraftfoodservice.com](http://kraftfoodservice.com).*

**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](http://www.kraftfoodservice.com/bev1brands) for more information.

**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 [kraftfoodservice.com](http://kraftfoodservice.com) for more information.

#### **ABOUT KRAFT FOODS GROUP**

Kraft Foods Group, Inc. (NASDAQ: KRFT) is North America's fourth largest consumer packaged food and beverage company, with revenues of \$18 billion in 2012. Launched as a public and independent company on Oct. 1, 2012, the new Kraft has the spirit of a startup and the soul of a powerhouse. The company has an unrivaled portfolio of products in the beverages, cheese, refrigerated meals and grocery categories. Its iconic brands include *Kraft*, *Maxwell House*, *Oscar Mayer*, *Planters* and *JELL-O*. 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. For more information, visit [www.kraft.com](http://www.kraft.com) and [www.facebook.com/kraft](http://www.facebook.com/kraft).