

**Contact:**

Jessica Butera  
The Food Group  
212.329.6273

[Jessica.Butera@thefoodgroup.com](mailto:Jessica.Butera@thefoodgroup.com)

Kraft Foods  
847-646-4538

[news@kraftfoods.com](mailto:news@kraftfoods.com)



FOR IMMEDIATE RELEASE

## MAXWELL HOUSE Special Delivery Coffee Delivers Convenience, Consistency and Cleanliness

**March 12, 2014** – With MAXWELL HOUSE Special Delivery, brewing and serving the rich, full-bodied coffee customers demand is in the bag. Packed in a convenient filter pouch, MAXWELL HOUSE Special Delivery provides pre-measured roasted and ground coffee for easy brewing. Simply place the entire pre-measured pouch into the brewer, press brew and done. When finished, pull out the pouch and dispose – it couldn't be more convenient. The filter pouch format helps ensure loose grounds stay out of the brewed coffee and provides a consistent flavor profile, pot after pot. Expertly roasted for rich, full-bodied flavor, MAXWELL HOUSE Special Delivery is sure to exceed both operator and customer expectations.

GOOD TO THE LAST DROP for more than 100 years, MAXWELL HOUSE is an internationally recognized brand, delivering the fresh-brewed flavor profile that customers have come to expect while offering operators convenient and flexible options to meet their business 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, in-room filter packs and urn packs, in addition to the Special Delivery filter packs. MAXWELL HOUSE coffee is also available in frozen liquid concentrate, shelf-stable liquid concentrate, soluble and single cup varieties. Refreshing MAXWELL HOUSE Iced Tea is a profitable option that appeals to cold beverage drinkers.

MAXWELL HOUSE Special Delivery offers the easiest solution for quickly offering delicious coffee to your guests. With pre-measured convenience, reliable consistency and the cleanliness of no loose grounds, MAXWELL HOUSE Special Delivery will make it simpler for you to offer the quality coffee consumers want.

*For more information, contact a Kraft sales representative today at 1-800-537-9338 or visit [kraftfoodservice.com/MaxwellHouse](http://kraftfoodservice.com/MaxwellHouse)*

**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 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](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 companies. 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.