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FOR IMMEDIATE RELEASE



Sustainable Practices Key to TASSIMO PROFESSIONAL Growth

April 22, 2014: TASSIMO PROFESSIONAL makes it easier than ever to enjoy your favorite gourmet hot beverage while being eco-conscious. While the demand for convenience and quality drives the increasing popularity of single-serve coffee brewing systems, there's concern about additional waste. TASSIMO is – and has been – committed to offering a nationwide T-DISC recycling program for customers, manufacturing T-DISCs in a zero-landfill plant, ethical and environmentally responsible coffee sourcing and creating energy efficient brewers.

TASSIMO PROFESSIONAL created the Green-Track™ program in January 2011 to help customers easily recycle T-DISCs. The process is simple – customers sign up to purchase a Green-Track™ collection container, which is sent directly to their business with a return shipping label. Once the customer returns the filled collection container, the waste is recycled. To learn more about the Green-Track™ program or sign up, visit sustainability.tassimopro.com.

Obtaining “zero landfill” status is no easy task, but Kraft's Lehigh Valley Plant, where TASSIMO PROFESSIONAL T-DISCs are manufactured, worked to gain this important distinction. This means all waste generated by the Plant is either recycled, reused or processed as a renewable fuel. The U.S. Environmental Protection Agency (EPA) states that energy-from-waste plants are a “clean, reliable, renewable source of energy” that “produce electricity with less environmental impact than most any other source of electricity.”

This commitment to ethical and environmentally responsible sourcing includes partnering with the Rainforest Alliance. TASSIMO is proud to offer two Rainforest Alliance-Certified™ products, GEVALIA Breakfast Blend and GEVALIA 100% Colombian coffee.

Additionally, the TASSIMO PROFESSIONAL T-300 brewer is designed to be more energy efficient. “Today's T-300 Brewer can be set to run in ‘Eco-Mode’ during downtime, which reduces energy consumption by 85% compared to standby mode,” says Paul Kinter, Associate Business Manager, TASSIMO PROFESSIONAL Foodservice. “It's made a real impact on our business and for our customers.”

TASSIMO PROFESSIONAL is proud to deliver delicious-tasting hot beverages that consumers want – lattes, cappuccinos, macchiatos and more – while being eco-conscious. To learn more about our sustainability practices and full line of coffeehouse quality beverages authentically prepared at the touch of a button, visit www.tassimopro.com.

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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), 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 for more information.