

NEWS RELEASE

KRAFT FOODSERVICE

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FOR MORE INFORMATION:

Kerry Anderson
The Food Group
813-241-3930

OR

Angela Wiggins
Kraft Foodservice
847-646-4538

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FOR IMMEDIATE RELEASE

Kraft Foodservice Introduces NEW OREO Brownies

The #1 selling cookie in America is expanding further into the baked goods segment with NEW OREO Brownies. Now foodservice and vending operators can benefit from AMERICA'S FAVORITE COOKE as a cookie, snack cake or single-serve chocolate brownie!

The OREO Brownie has a rich chocolate base with real OREO Cookie Pieces baked in. Each brownie is a 3oz serving wrapped in a convenient single-serve package. The clear wrap packaging is designed to increase appetite appeal while displaying a full visual of the OREO Brownie product. Each brownie has a six-month shelf life while maintaining the premium OREO taste, and is a perfect fit for consumers seeking delicious portion control snacks in vending and foodservice.

Even better, the OREO Brownie is a win-win for operators as it offers a new exciting snack item with premium taste and a brand name they trust. Studies show consumers are looking for premium ingredients and taste is the number one reason they choose a snack. Additionally, consumers look for brands they know and more than 50% site a 'favorite brand' as a key purchase driver when buying snacks. With a rich chocolate taste and an iconic brand like OREO, operators can offer these brownies to help drive traffic and incremental sales at their locations.

Kraft Foodservice is a division of Kraft Foods Global, Inc. (NYSE:KFT), one of the world's largest 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.

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