

## NEWS RELEASE

**KRAFT FOODSERVICE**

**5/09**

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**This release expires 11/09**

### **FOR IMMEDIATE RELEASE**

#### ***Kraft Foodservice introduces Racks that Stand Up to Your Needs!***

You know what you really need to make your business more successful. You need snack racks that are flexible and can adapt to any operation. You need racks that can be customized to your operation. We understand, and that's why Kraft Foodservice Branded Snacks designed our new snack racks that way.

Kraft Foodservice Branded Snacks category is proud to announce a new Snack Rack system to help grow your business and increase merchandising opportunities. Now launching for 2009 – the **new Kraft Foodservice Rack System**, featuring racks that stand up to your needs.

The new rack system includes three new formats. **Stand Up Racks** take up minimal space and provide great flexibility to fit within any operation. The **Countertop Modular Rack** can be stacked four high and up to four racks wide, to fit various merchandising locations. Circular **Wire Baskets** are perfect for countertop displays.

Kraft Foodservice is excited to offer these versatile merchandising for a wide variety of top-selling brands, including 100 CALORIE PACKS, CHIPS AHOY!, HONEY MAID, NEWTONS, NILLA, NUTTER BUTTER, OREO, PLANTERS, RITZ, and WHEAT THINS.

Develop your own rack system with merchandising materials that suit your needs. For more information please visit [www.kraftfoodservice.com/snacks](http://www.kraftfoodservice.com/snacks).

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

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