



Better **4** You Snacks

As the consumption of better-for-you products continues to grow,¹ Kraft Foods is strengthening its commitment to helping you source snacks that fit your nutrition needs. Over the past 5 years, we've reformulated approximately 25% of our portfolio in the US to make them better, both for your customers and for your bottom line. Plus, we have announced plans to further reduce sodium content by 10% across our North American portfolio and to increase whole grain content.

We believe eating the foods you love and living a healthier lifestyle can, and should, coexist. That's why we're dedicated to making the foods people love even better.

Whole Grain

Roughly three-quarters of consumers are trying to eat more whole grains.² In an effort to help them (and you), Kraft Foods has announced plans to double the amount of whole grain by 2013. Upon completion of this initiative, Nabisco crackers will account for 9 billion servings of whole grain in the American diet each year – double the amount today.

35/10/35

Helping to improve school nutrition is a top priority for Kraft Foods. In line with the most widespread nutrition guideline, our 35/10/35 products contain less than 35 percent fat, less than 10 percent saturated fat and less than 35 percent total weight in sugar.

Portion Control

More than half of consumers are trying to reduce the portion size of their snacks.³ For many of your customers, it's top of mind.⁴

Low Sodium

Nearly half of today's consumers check food labels for sodium content.⁵ Many Kraft Foods snacks are already low in sodium, and many more will meet this criterion in the future as we seek to reduce sodium by an average of 10% across our North American offerings.



Find More Products with SmartSearch™

To search the entire Kraft Foodservice portfolio and identify products that meet specific nutrition criteria, visit www.kraftfoodservice.com/smartsearch

Product Code	Product Name	Pack / Size	Whole Grain	35/10/35	Portion Control	Low Sodium
1932000759	100 CALORIE PACKS - CHEESE NIPS Thin Crisps Baked Snack Crackers	72 / 0.74oz		✓	✓	
1932000937	100 CALORIE PACKS - CHIPS AHOY! Thin Crisps Baked Chocolate Chip Snacks	72 / 0.81oz		✓	✓	
1932000100	100 CALORIE PACKS - HONEY MAID Cinnamon Roll Thin Crisps	72 / 0.74oz			✓	✓
1932000054	100 CALORIE PACKS - LORNA DOONE Shortbread Cookie Crisps	72 / 0.74oz			✓	✓
1932000938	100 CALORIE PACKS - OREO Thin Crisps Baked Chocolate Wafer Snacks	72 / 0.81oz		✓	✓	
1932065000	100 CALORIE PACKS - RITZ Snack Mix Baked Snacks	72 / 0.77oz	✓	✓	✓	
1932000031	100 CALORIE PACKS - WHEAT THINS Multigrain Mini Chips	72 / 0.77oz			✓	
1932000101	BARNUM'S ANIMALS Crackers	72 / 2oz		✓		
1932000102	BARNUM'S ANIMALS Crackers	72 / 1oz		✓		
1932000043	CHIPS AHOY! Real Chocolate Chip Cookies - Mini	36 / 3oz				✓
1932000089	CHIPS AHOY! Real Chocolate Chip Cookies - Mini	48 / 1oz				✓
7115902054	CORNNUTS Crunchy Toasted Corn - Barbecue	144 / 1.4oz		✓		
7115902056	CORNNUTS Crunchy Toasted Corn - Chile Picante Con Limon	144 / 1.4oz		✓		
7115902053	CORNNUTS Crunchy Toasted Corn - Original	144 / 1.4oz		✓		
7115902052	CORNNUTS Crunchy Toasted Corn - Ranch Flavored	144 / 1.4oz		✓		
1932001374	HONEY MAID Graham Sticks - Cinnamon	60 / 1.75oz	✓	✓		
1932001400	HONEY MAID Graham Sticks - Cinnamon	72 / 1oz		✓		
1932000041	KRAFT CHEESE NIPS Baked Snack Crackers - Cheddar	72 / 1.65oz		✓		
1932000017	NABISCO Cookies - Animal Crackers	48 / 1oz		✓		
1932001682	NEWTONS Fruit Chewy Cookies - Fig	120 / 1oz				✓
1932001525	NEWTONS Fruit Chewy Cookies - Fig Fat Free	60 / 2.1oz				✓
4400001876	NEWTONS Fruit Crisps Snacks - Mixed Berry	96 / 1oz		✓		✓
1932000103	NILLA Wafers - Mini	72 / 1.13oz				✓
1932000072	NUTTER BUTTER BITES Sandwich Cookies - Peanut Butter	36 / 3oz				✓
1932001540	OREO Chocolate Sandwich Cookies	120 / 0.8oz				✓
1900007696	PLANTERS Honey Roasted Peanuts Dry Roasted	144 / 1oz				✓
1932000059	PLANTERS Lightly Salted Oil Roasted Peanuts	144 / 2oz				✓
1932007172	PLANTERS Original Peanut Bar	144 / 1.6oz				✓
1932007708	PLANTERS Salted Peanuts	48 / 1.75oz				✓
1932000026	PLANTERS Trail Mix Fruit & Nut Mix	72 / 2oz				✓
1932000027	PLANTERS Trail Mix Nut & Chocolate Mix	72 / 2oz				✓
4400000299	RITZ Toasted Chips - Main Street Original	40 / 0.75oz		✓		
4400000301	SNACKWELL'S Cookie Cakes - Fat Free Devil's Food	48 / 1.1oz				✓
1932001585	SNACKWELL'S Sandwich Cookies - Creme	120 / 0.85oz				✓
1932001547	SWISS Creme Sandwich Cookies	120 / 1.8oz				✓
1932001693	SWISS Creme Sandwich Cookies	120 / 1.14oz				✓
1932001676	TEDDY GRAHAMS CUBS Graham Snacks - Cinnamon	150 / 0.5oz		✓		✓
1932001675	TEDDY GRAHAMS Graham Snacks - Chocolate	150 / 0.75oz		✓		✓
1932001670	TEDDY GRAHAMS Graham Snacks - Cinnamon	150 / 0.75oz		✓		✓
1932000798	WHEAT THINS Snacks - Original	72 / 1.75oz	✓	✓		
1932000080	WHEAT THINS Toasted Chips - Garden Valley Veggie	60 / 1.75oz		✓		



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YOUR LOGO AND CONTACT INFORMATION HERE

1. Nation's Restaurant News, March 2010
2. International Food Information Council, Food and Health Surveys, 2006-2009
3. IRI, State of the Industry 2009
4. NRA Chef Survey, 2010
5. Foodprocessing.com, 2010

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