

NEWS RELEASE

KRAFT FOODSERVICE

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FOR IMMEDIATE RELEASE

Mini SNACKWELL'S Crème Sandwich Cookies Hit the Spot

When smart snackers think sweet, they think SNACKWELL'S. And now, they are available in a fun, bite-size shape. New Mini SNACKWELL'S Crème Sandwich cookies are rich crème sandwiched between two crisp cookies.

More than 1/3 of indulgent snack seekers are looking for smaller, mini-treats. And, Mini SNACKWELL'S convenient single serve pack is generously filled with poppable snacks – perfect for any Foodservice or Vending on-the-go customer.

SNACKWELL'S is a brand that is recognized for being full of flavor, with low cholesterol, and well-loved by all. They're the perfect way to enjoy a tasty snack anytime!

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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