

NEWS RELEASE

KRAFT FOODSERVICE

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FOR MORE INFORMATION:

Kerry Anderson
The Food Group
813-241-3930

OR

Basil Maglaris
Kraft Foodservice
847-646-4538

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FOR IMMEDIATE RELEASE

PLANTERS Big Nut Bar – Not Just Any Nut Bar

PLANTERS is going nuts over the latest addition to their foodservice product portfolio! Introducing PLANTERS Big Nut Bar – Double Peanut, a chewy nut bar with the crunch of PLANTERS peanuts. Delicious peanuts, peanut butter, granola and a creamy peanut butter coating on the bottom provides 7 grams of protein per bar.

PLANTERS Big Nut Bar – Double Peanut is 30% bigger than the leading nut and granola bar, and is perfect for consumers looking for a wellness on-the-go bar. Research has shown that men consume 30% of all wellness on-the-go bars¹, and 87% feel the current offerings are too small and need 2 or 3 to fill them up².

PLANTERS is the #1 brand of nuts, and stands for quality, freshness and good taste. Be sure to capture more of the wellness on-the-go market by adding PLANTERS Big Nut Bar – Double Peanut to your current nut and granola bar offerings.

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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¹ ACNielsen, SVC Analysis, July 2008

² PLANTERS Bar Positioning Study May 2008; Hartman PLANTERS Bar Research May 2008