

## NEWS RELEASE

**KRAFT FOODSERVICE**

**4/09**

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**This release expires 10/09**

### **FOR IMMEDIATE RELEASE**

#### ***PLANTERS provides Convenient, Wholesome Snacks***

Portion control is a key component in consumers' lives today, with products in that category growing more than 10% over the last year<sup>1</sup>. PLANTERS has made it easy to provide portion control, as well as convenient, wholesome snacks, with two additions to its foodservice portfolio: PLANTERS Day Break Blend - Berry Almond and PLANTERS Trail Mix Energy Mix.

PLANTERS Day Break Blend – Berry Almond provides a hearty granola crunch with tangy cranberries, plump golden raisins, and almonds. A proven success, PLANTERS Day Break Blend shows the highest velocity of all Daybreak Blends.<sup>2</sup>

PLANTERS Trail Mix Energy Mix is a sweet and savory mix with whole almonds, honey-roasted sesame sticks and dark chocolate-covered soy nuts. PLANTERS is the brand leader in the trail mix category, with 70% brand awareness.<sup>3</sup> The 1.5 oz size snack makes the product perfect for portion control and on-the-go snacking.

PLANTERS, the #1 brand of nuts, stands for quality, freshness and good taste. Increase sales to consumers who have active, on-the-go lifestyles and are looking for convenient and wholesome snack choices with PLANTERS Day Break Blend and PLANTERS Trail Mix.

*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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<sup>1</sup> ACNielsen, \$ change vs. PY 12/31/08

<sup>2</sup> ACNielsen, 52 weeks ending 12/27/08

<sup>3</sup> GFK Arbor Brand Vitality Tracking System March 2007

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