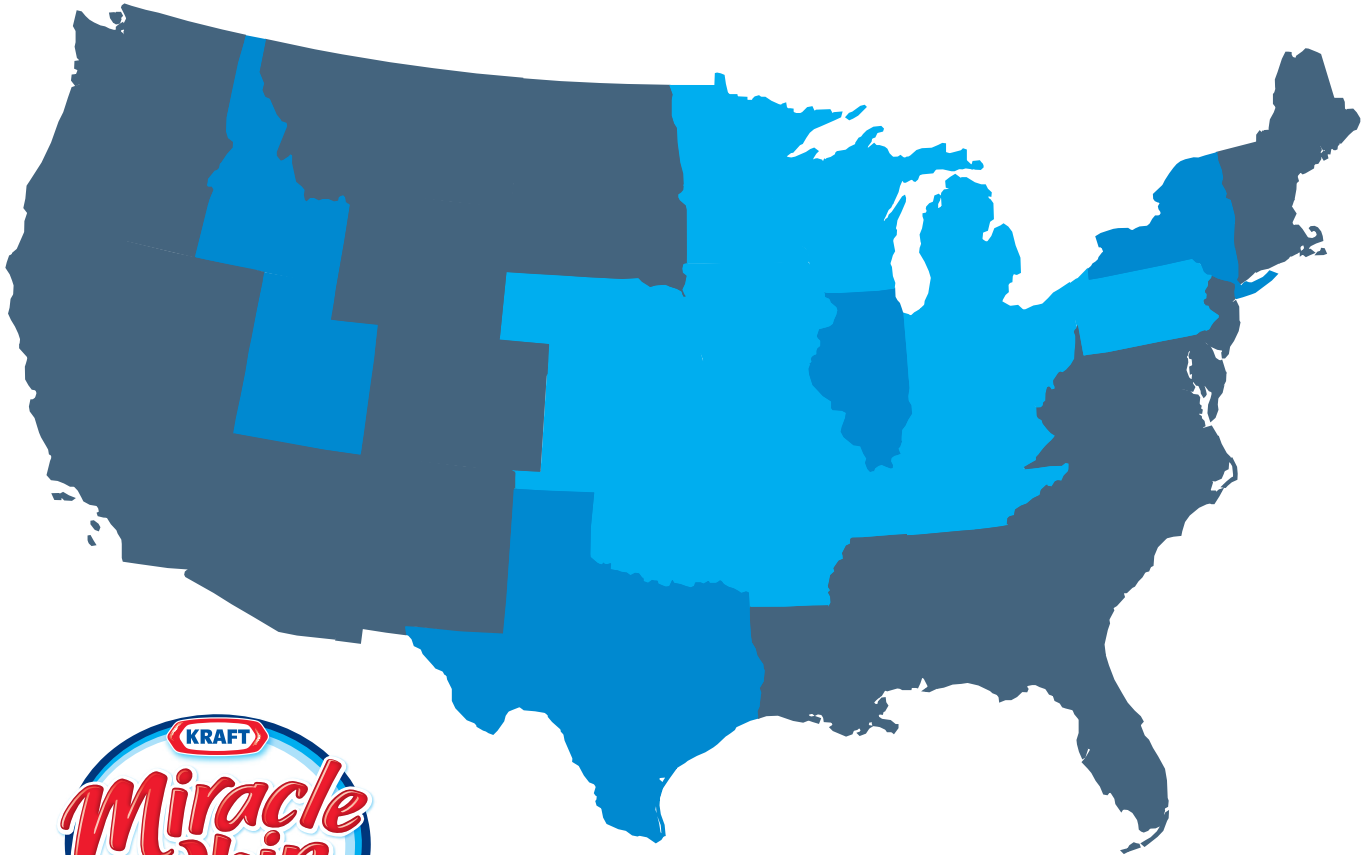




**MIRACLE WHIP has a
99% national brand awareness
and a strong Midwest presence.¹**



Brand Development Index

KRAFT MIRACLE WHIP DRESSING

-  In these markets, consumers purchase over 50% more MIRACLE WHIP than the national average (BDI 150+).
-  In these markets, consumers purchase 20% to 49% more MIRACLE WHIP than the national average (BDI 120-149).