



Macaroni & Cheese

DINNER



You know you love it.™



Introducing..... Bulk Dry KRAFT Macaroni & Cheese

- Now you can make America's #1 retail brand of M&C¹.....
 - Each case makes 8 half hotel pans
 - Boil the water, cook the noodles, add your own milk & butter
 - Holds up to 90 minutes on the steam table
- KRAFT Macaroni & Cheese resonates strongly with 18-22 year olds²...
 - 92% total brand awareness
 - 75% currently use
 - 41% list KRAFT M&C as their favorite brand
- KRAFT Macaroni & Cheese Product Attributes include ...
 - Dry / Shelf Stable Package
 - High Quality Semolina Noodle for Longer Hold Times
 - Contains NO EGG

Mac 'em
happy

	SKU Number	Pack Size	Case Price No Distributor Mark-Up	Price/oz. - Dry	Price/oz. - Served	NAPA Allowance
Bulk Dry KRAFT Macaroni & Cheese	# 32341	8 pouches KRAFT dry cheese powder 8 pouches of dry noodles	\$29.25	\$0.04 / oz.	\$0.06 / oz. ³	TBD

For more information, contact your Kraft Foodservice Representative

1. Nielsen Scan Track, for 3-outlet, 52 wks ending 1/21/2011

2. Arbor Brand Tracking, YE June 2010

3 Milk and Butter Cost PEAPOD 12/10

©2011 Kraft Foods

