



**Media contact:**  
Jessica Barrutia  
Ketchum for KRAFT  
[Jessica.Barrutia@ketchum.com](mailto:Jessica.Barrutia@ketchum.com)  
(312) 228-6837

## **ICONIC STAR WARS *KRAFT* MACARONI & CHEESE JOINS WORLD'S LARGEST MEMORABILIA COLLECTION**

**Fans can now explore rare collectibles for the first time at [KraftStarWarsRoom.com](http://KraftStarWarsRoom.com)**

NORTHFIELD, Ill. – Oct. 19, 2015 – Two iconic brands deeply rooted in American culture, KRAFT Macaroni & Cheese and *Star Wars*, are joining forces to give fans an out-of-this-world experience. The new KRAFT “*Star Wars* Macaroni & Cheese” campaign transcends generations with the launch of TV commercials and the [KRAFT \*Star Wars\* Room](http://KraftStarWarsRoom.com) – an interactive website giving fans exclusive access to explore rare *Star Wars* memorabilia, including boxes of limited-edition *Star Wars* KRAFT Macaroni & Cheese and collectible character posters.

KRAFT is celebrating the shapes’ star status by placing them among the largest *Star Wars* memorabilia collection ever seen on a [TV commercial](#). The ad features more than 750 hand-picked *Star Wars* collectibles, curated by Rancho Obi-Wan, Guinness Record holder for the largest private *Star Wars* collection. Now, for the first time, fans can visit [KraftStarWarsRoom.com](http://KraftStarWarsRoom.com) to explore the commercial set and learn about the collection of iconic memorabilia, including *Star Wars* KRAFT Macaroni & Cheese, by tapping on select items to see additional photos and information.

“We’re bringing to life the nostalgia that many young parents feel about *Star Wars* and KRAFT, and creating new and exciting ways to experience them together as a family,” said Scott Glenn, Brand Manager for KRAFT Macaroni & Cheese. “The KRAFT *Star Wars* Room gives fans a new way to feed their inner Jedi with exclusive access to limited-edition collectibles housed in one amazing shrine.”

Collector’s edition *Star Wars* KRAFT Mac & Cheese is on shelves now in four collectible character boxes, featuring left and right faces of Yoda, Darth Vader, R2D2 and C3PO. Select retail stores will also offer limited-edition collector’s posters with purchase, depicting *Star Wars* KRAFT Mac & Cheese noodle characters in action and select character portraits.

*Star Wars* KRAFT Macaroni & Cheese is a meal all generations can feel good about with no artificial flavors, preservatives or synthetic colors. To learn more about *Star Wars* KRAFT Macaroni & Cheese, visit [KraftMacandCheese.com](http://KraftMacandCheese.com).

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#### **ABOUT THE KRAFT HEINZ COMPANY**

The Kraft Heinz Company (NASDAQ: KHC) is the third-largest food and beverage company in North America and the fifth-largest food and beverage company in the world, with eight \$1 billion+ brands. A globally trusted producer of delicious foods, The Kraft Heinz Company provides high quality, great taste and nutrition for all eating occasions whether at home, in restaurants or on the go. The Company's iconic brands include *Kraft*, *Heinz*, *ABC*, *Capri Sun*, *Classico*, *Jell-O*, *Kool-Aid*, *Lunchables*, *Maxwell House*, *Ore-Ida*, *Oscar Mayer*, *Philadelphia*, *Planters*, *Plasmon*, *Quero*, *Weight Watchers Smart Ones* and *Velveeta*. The Kraft Heinz Company is dedicated to the sustainable health of our people, our planet and our Company. For more information, visit [www.kraftheinzcompany.com](http://www.kraftheinzcompany.com)