



Lynne Galia
(847) 646-4538
news@kraftfoods.com

**ICONIC KRAFT MACARONI & CHEESE TO REMOVE SYNTHETIC COLORS
AND ARTIFICIAL PRESERVATIVES IN THE U.S. IN 2016**

Kraft Dinner ("KD") Original in Canada will also remove synthetic colors by end of next year

*In 2016, U.S. and Canada Kraft Mac & Cheese varieties will be made
without artificial flavors, preservatives or synthetic colors*

NORTHFIELD, Ill. – April 20, 2015 – *Kraft* Macaroni & Cheese announced today that starting in January 2016, Original *Kraft* Macaroni and Cheese in the U.S. will no longer be made with artificial preservatives or synthetic colors, while still delivering the same great taste that people know and love from the iconic "blue box." *Kraft Dinner (KD)* in Canada will remove synthetic colors by the end of next year on *Kraft Dinner* Original.

Kraft will replace the synthetic colors with those derived from natural sources like paprika, annatto and turmeric. These recipe changes are the latest steps in the *Kraft* Mac & Cheese journey to delight consumers with on-trend updates to meet consumers' changing lifestyles and needs.

"We've met with families in their homes and watched them prepare *Kraft* Mac and Cheese in their kitchens. They told us they want to feel good about the foods they eat and serve their families, including everything from improved nutrition to simpler ingredients," said Triona Schmelter, Vice President of Marketing, Meals. "They also told us they won't compromise on the taste of their Mac & Cheese – and neither will we. That's why we've been working tirelessly to find the right recipe that our fans will love."

In 2014 in the U.S., *Kraft* Mac & Cheese Boxed Shapes launched with six grams of whole grains per serving, reduced saturated fat by 25%, lowered sodium by 100 mg per serving and no synthetic colors. In Canada, *Kraft Dinner (KD)* Boxed Shapes launched with no synthetic colors while *Kraft Dinner (KD)* Original has reduced sodium by 19% since 2012.

Then in 2015, *Kraft* Mac & Cheese Boxed Shapes in the U.S. moved to no artificial preservatives. All Boxed Shapes have no artificial flavors, preservatives or synthetic colors. Original *Kraft* Mac & Cheese remains a good source of calcium with 10% of the recommended daily value and 9 grams of protein per serving.

“Listening, extensive research and continuous improvement have been part of the *Kraft* Mac & Cheese 75-year heritage. From packaging like convenient Cups to products like Deluxe, Organic and Whole Grain to light prep instructions, we’ve innovated this iconic brand through the years to remain North America’s favorite Mac and Cheese,” said Schmelter.

For more information in the U.S., visit www.kraftmacandcheese.com.

ABOUT KRAFT FOODS GROUP

Kraft Foods Group, Inc. (NASDAQ: KRFT) is one of North America’s largest consumer packaged food and beverage companies, with annual revenues of more than \$18 billion. The company’s iconic brands include *Kraft*, *Capri Sun*, *JELL-O*, *Kool-Aid*, *Lunchables*, *Maxwell House*, *Oscar Mayer*, *Philadelphia*, *Planters* and *Velveeta*. Kraft’s 22,000 employees in the U.S. and Canada have a passion for making the foods and beverages people love. Kraft is a member of the Standard & Poor’s 500 and the NASDAQ-100 indices. For more information about Kraft, visit www.kraftfoodsgroup.com and www.facebook.com/kraft. For delicious recipes, tips and information on Kraft products, visit www.kraftrecipes.com.

###