



Contacts: Lynne Galia, Kraft Foods
847-646-4538
news@kraftfoods.com

April Rueber, Olson Engage
312-854-7526
arueber@olson.com

KRAFT BARBECUE SAUCE CELEBRATES REVAMPED SAUCE LINE WITH AMERICA'S "EVERGRILLERS"
Grilling Enthusiasts are Fired Up About Improved Taste and Unique Grilling Innovations

NORTHFIELD, Ill. – Jan. 12, 2014 – Just in time for game day gatherings and cold-weather grilling, *Kraft* Barbecue Sauce is celebrating its newly revamped line of sauces with recipes featuring high-quality ingredients like tomatoes, sweet molasses, cider vinegar and cane sugar. *Kraft* Barbecue Sauce wants to help grilling fans make something amazing with an improved sauce line now made without high fructose corn syrup.

To introduce the new sauces, *Kraft* Barbecue Sauce has created custom, over-the-top grilling innovations to share with well-known grill enthusiasts – influencers *Kraft* has dubbed “Evergrillers.” The new innovations will help Evergrillers, and aspiring Evergrillers, get to the grill no matter the weather conditions. The innovations, all built to support year-long grilling especially in cold regions of the country, include:

Grill ‘N’ Flip Mitt: A fire-resistant grilling glove that protects the griller's hands from both the heat of the grill and the chill of the outdoors during winter grilling season. The unique design of the top insert can hold many grill tools, making it easy to flip, stab, and baste with ease and precision.

Hot Head Hat: An all-purpose, weather-proof hat designed to keep grillers warm while acting as a holder for the most important grill necessities. Each hat is fleece-lined, with heated ear flaps and a convenient *Kraft* Barbecue Sauce dispenser.

Ski-BQs: Designed for grillers who are unfazed by snow, the skis, affixed with a personal snow plow and an opportune sauce holder, hook on to the griller’s boots to allow for quick skiing and plowing from door to grill.

“We know that people who love grilling demand more from their sauce. No matter what it looks like outside, they’re grilling,” said Lynne Strickler, Brand Manager for *Kraft* Barbecue Sauce. “We want to celebrate these grill masters, or Evergrillers, by giving them a first taste of our new sauces, and sharing with them a custom – and hilarious – tool to help keep them grilling year round.”

To kick off the celebration, *Kraft* Barbecue Sauce is partnering with grilling guru, Scott Thomas of GrillinFools.com, to give grilling fans everywhere the chance to win an Evergriller innovation and a year's supply of *Kraft* Barbecue Sauce. To enter for a chance to win, grill fans can visit GrillinFools.com from Jan. 19 to Jan. 30. The winner will be randomly selected at the close of the giveaway.

Kraft Barbecue Sauce varieties are sold nationwide in the condiments section of grocery stores for a suggested retail price of \$1.99 per 18-ounce bottle.

You can learn more about *Kraft* Barbecue Sauce varieties, find recipes, and more on KraftRecipes.com/BBQ and Facebook.com/KraftDressing.

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. With the spirit of a startup and the soul of a powerhouse, Kraft has an unrivaled portfolio of products in the beverages, cheese, refrigerated meals and grocery categories. The company's iconic brands include *Kraft*, *Capri Sun*, *Jell-O*, *Kool-Aid*, *Lunchables*, *Maxwell House*, *Oscar Mayer*, *Philadelphia*, *Planters* and *Velveeta*. Kraft's 22,500 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, visit www.kraftfoodsgroup.com and www.facebook.com/kraft.

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