



April 14, 2011

## Kraft Foods Announces U.S. Retail Launch Of Gevalia Coffee Brand

### Popular Premium Brand to Be Widely Available in August Leveraging Kraft Strong Marketing, Sales, Distribution Capabilities

TARRYTOWN, N.Y., April 14, 2011 /PRNewswire via COMTEX/ -- Kraft Foods, the world's largest roast and ground coffee company, proudly announced today that its premium coffee brand, *Gevalia*, will be available for purchase in supermarkets, mass merchandisers and other retail outlets across the U.S. beginning in August.

This nearly \$400 million global brand already has a significant following in the U.S. "Gevalia is known and loved by millions who've purchased it online because it delivers on its promise of rich, smooth taste that's never bitter," says Domenic Borrelli, Vice President of U.S. Coffee. "We're telling retailers the good news now. And, we're confident the convenience of being able to purchase *Gevalia* in stores will attract and delight an entirely new audience of discriminating coffee lovers."

The *Gevalia* in-store selection will start with a complete line of 10 consumer favorites, including ground, whole bean, decaf and flavored options. For consumers who can't wait to try *Gevalia*, the full range of delicious blends and select varieties of this outstanding coffee are and will continue to be available at *Gevalia.com*. Additionally, in June, three new extra-bold *Gevalia T Disc* selections will be available in stores for Kraft Foods' *Tassimo* on-demand beverage system. And a very special, limited-edition Kona blend *T Disc* variety will be available online.

In Sweden, where the citizens drink more coffee than almost anywhere else in the world, *Gevalia* is the number-one brand. With uncommon roots that go back more than 150 years, *Gevalia* still enjoys the honor of being an official coffee of the Swedish Royal Court.

*Gevalia* is part of Kraft Foods' \$5 billion global coffee business, which includes such premium brands as France's number-one *Carte Noire* and Germany's favorite, *Jacobs*, among others. With the company's unsurpassed history of coffee expertise and innovation, coffee drinkers in the U.S. with a regard for premium coffee can now look forward to a truly exciting future.

"This is the right step for us in the U.S. premium category," added Borrelli. "Kraft Foods knows coffee - it's in our DNA. By tapping into our global coffee pipeline, we'll have more products and innovations to come. We intend to continue to win in the coffee category in the U.S."

Kraft Foods plans to aggressively support the *Gevalia* retail expansion in August. The newly available *Gevalia* selections include:

- Traditional Roast
- Traditional Roast Whole Bean
- House Blend
- House Blend Decaf
- French Roast
- French Roast Whole Bean
- Colombia
- Espresso Roast
- Vanilla
- Chocolate Mocha

### About Kraft Foods

Northfield, Ill.-based Kraft Foods Inc. (NYSE: KFT) is a global snacks powerhouse with an unrivaled portfolio of brands people love. Proudly marketing delicious biscuits, confectionery, beverages, cheese, grocery products and convenient meals in approximately 170 countries, Kraft Foods had 2010 revenue of \$49.2 billion, more than half of which was earned outside North America. Eleven of the company's iconic brands -- including *Cadbury*, *Jacobs*, *Kraft*, *LU*, *Maxwell House*, *Milka*, *Nabisco*, *Oreo*, *Oscar Mayer*, *Philadelphia* and *Trident* -- generate revenue of more than \$1 billion annually, and 40 have been loved for more than a century. A leader in innovation, marketing, health & wellness and sustainability, Kraft Foods is a member of the Dow Jones Industrial Average, Standard & Poor's 500, Dow Jones Sustainability Index and Ethibel Sustainability Index. For more information, visit <http://www.kraftfoodscompany.com/> and [www.facebook.com/kraftfoodscompany](http://www.facebook.com/kraftfoodscompany).

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