



March 29, 2012

Kraft Foods Chocolate Treats Make Easter Especially Delicious

World's Largest Chocolate Manufacturer is Global Leader in Easter Chocolate Products

NORTHFIELD, III. (March 29, 2012) – Happy Easter! Where's the chocolate?

With eggs, bunnies and more, global chocolate leader Kraft Foods will satisfy sweet teeth around the world again this Easter. Beloved chocolate icons like *Cadbury*, *Lacta* and *Milka* are on the minds of children and adults alike.

More consumers purchase chocolate during Easter than any other season, and many of those consumers are purchasing Kraft Foods chocolates. In fact, of the company's annual chocolate revenue, approximately 14 percent is related to Easter sales alone. Top markets leading Kraft Foods Easter chocolate sales are the UK, Brazil, Germany and Australia.

"As the world's leading chocolate manufacturer, our delicious chocolates are favorites all year long, but especially at Easter," said Bharat Puri, Senior Vice President, Global Chocolate. "From *Lacta* chocolate eggs in Brazil, the *Cadbury Crème Egg* in the UK and the rich dark chocolate *Marabou Premium* eggs in Sweden and Finland – people will be enjoying our chocolate treats worldwide this Easter."

Here's a taste of what Kraft Foods is serving up around the world.

***Cadbury* makes Easter Joyful in Australia**

Year after year, *Cadbury* chocolate treats fly off the shelves in Australia, including both classics and several new products this year, like *Cadbury* spoonable eggs and caramel bunnies.

Close to 70 percent of Easter chocolate sales in Australia happen the week of the holiday, but the time crunch doesn't hinder sales. In 2011, about one sixth of the country's total annual chocolate revenue was related to Easter products alone.

Loving *Lacta* in Brazil

Lacta is a nationwide favorite at Easter in Brazil, delivering record Easter sales last year that made up about one sixth of the company's total annual chocolate revenue in Brazil. This Easter, the Brazilian chocolate team has been hard at work to produce 27 million chocolate eggs – two million more than last year.

In honor of *Lacta*'s 100th birthday, consumers will be able to enjoy the limited edition five-flavor egg this Easter. Inspired by Russian nesting dolls, it layers three eggs – one inside the other. Featured flavors include *Diamante Negro* crunchy milk chocolate, *Laka* white chocolate, *Lacta* milk chocolate and two flavors of our *Sonho de Valsa* chocolate.

Springing into Gardening in Czech Republic

In the Czech Republic, Kraft Foods is celebrating the region's springtime tradition of teaching home gardening to kids with the new *Bebe Brumík* Easter pack. One of the best-selling Easter items in the region, the colorful pack is filled with spongy cakes with chocolate centers. Children can cut and build a small spring garden for the *Bebe Brumík* character from the package.

Another Czech favorite at Eastertime is the *Milka Löffel-Eier* four-pack of Alpine milk chocolate eggs with milk or cocoa filling. Wrapped like real eggs, they come with two spoons for scooping out the creamy middles.

L'oeuf Love in France

Kraft Foods hatched up a bigger package this Easter for the popular *Milka* spoonable eggs. Now consumers can share and enjoy three chocolate-filled and three milk crème-filled chocolate eggs out of an expanded version of the classic lilac carton.

Several chocolate brands are also offering limited edition plastic Easter eggs. French consumers can choose from a lilac *Milka* egg filled with small chocolate cream eggs, a bright gold egg packed with a variety of *Suchard* Imagine chocolates, and red eggs full of either *Suchard* chocolate minis or *Toblerone One by Ones*'.

Enjoying Sweet *Milka* Traditions in Germany

Easter tastes much sweeter in Germany with the fun ritual of spooning fluffy milk-crème out of the *Milka* spoonable eggs, which are a countrywide favorite every year. In fact, about one sixth of the company's total annual chocolate revenue in Germany last

year was related to sales of Easter products. Germany's other favorite Milka chocolate products include a mixed bag of chocolate bunnies and eggs, chocolate eggs with a creamy chocolate filling and the Milka "Schmunzelhase," or smiling bunny, which features an Easter story inside the package.

Playing Chocolate Hide-and-Seek in Hungary

It's Easter tradition in Hungary for children to play hide-and-peek with chocolate bunnies and eggs, and to help with the fun, Kraft Foods offers *Milka* chocolate bunnies in a variety of sizes. New in stores this Easter is the *Milka Frohe Ostern*, a box packed with little chocolate bunny-shaped pralines in three flavors.

Hopping Down the Easter Egg Trail in Ireland

To support the popular Easter egg trail tradition in Ireland, Kraft Foods is donating thousands of *Cadbury* chocolate eggs to support Easter egg trail events across the country. The company is sponsoring other events by funding performers, games and prizes. Consumers are invited to nominate an event in their area on the [Cadbury Ireland Facebook page](#).

Let the Games Begin in Italy

It's all about fun and games in Italy this Easter. Consumers who dig into the large *Milka* chocolate egg will find a domino game inside. And all *Milka* Easter product packaging will give consumers instructions on how to win one of 50 Xbox Kinect video game consoles by sending a text message.

Making more Eggs in Norway

Norwegians' favorite Kraft Foods chocolate product is Freia Easter eggs. In fact in 2011, nearly 9 million were sold in Norway – that's about two eggs per Norwegian citizen. This Easter, Kraft Foods is bringing back the four-pack carton of the crème-filled chocolate eggs.

Cadbury Cravings in South Africa

In South Africa, a favorite is the *Cadbury Dairy Milk* Easter products. Not just delicious, the creative, colorful packaging is also candy for the eyes, as displays are filled with all sorts of chocolate goodies in pretty packaging, including eggs, tablets, and special packs of hollow eggs with handles for carrying.

Launching Easter Chocolates in Ukraine

In Ukraine, consumers will get a taste of *Milka* Easter products, including *Milka* foil-wrapped chocolate bunnies, which are being produced in our Ukrainian chocolate facility. In addition, consumers can enjoy the *Milka* "funny egg" cup – a chocolate chick sitting in a ceramic egg cup with bunny legs, and a special *Milka* Easter mug with chocolate bunnies and eggs nesting inside.

Diving into Gooley Fun in the UK

There will be plenty of yummy goo to go around in the UK this Easter. Kraft Foods is hosting the *Cadbury Crème Egg Goo Games* to support its sponsorship of the London 2012 Olympic Games. This will include five TV commercials feature "Egg-thletes" competing in Hurdles, Diving, Hammer, Javelin and Velodrome – all trying to release their goo in the best way possible. Fans get a chance to take part by joining the Goo Games on the brand's [Facebook page](#).

In addition, tastes and textures will be mixed with the Limited Edition *Cadbury* Mini Eggs Twin Pot desserts. Packaged in trays of six and 12 pots, solid and milk chocolate mini eggs are combined in a sugar shell with a creamy, custard-like chocolate. In 2011, Easter chocolate sales were about one sixth of the company's total annual chocolate revenue in the UK, including these top-selling treats, with 5.1 million pots sold in just 17 weeks.

###

Contact:

Julia Fernandez
847-646-4538
news@kraftfoods.com

About Kraft Foods

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 2011 revenue of \$54.4 billion. Twelve of the company's iconic brands – *Cadbury*, *Jacobs*, *Kraft*, *LU*, *Maxwell House*, *Milka*, *Nabisco*, *Oreo*, *Oscar Mayer*, *Philadelphia*, *Tang* and *Trident* – generate revenue of more than \$1 billion annually. On Aug. 4, 2011, Kraft Foods announced plans to divide and create two independent public companies: a high-growth global snacks business and a high-margin North American grocery business. The transaction is expected to be completed before the end of 2012. 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. Visit www.kraftfoodscompany.com and www.facebook.com/kraftfoodscorporate.