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## Kraft Foods On Track To Meet Sodium Reduction Goals Across North American Product Portfolio

### Eliminates More Than 14 Million Pounds of Salt in Over 1000 SKUs

NORTHFIELD, Ill., Sept. 26, 2012 /PRNewswire/ -- Kraft Foods Inc. (NASDAQ: KFT) announced today that it is on track to complete a three-year initiative to reduce sodium by an average of 10 percent across its North American portfolio by year end. Through these efforts, Kraft has already eliminated the equivalent of 14 million pounds of salt, or 1 billion teaspoons, from the North American diet annually.

"Sodium plays several important roles in food, including enhancing taste and texture, as well as helping keep products fresh," said Russ Moroz, Vice President, Research, Development & Quality. "But our scientists and product developers also know that more than half of North Americans are interested in lowering their sodium intake. So, we worked hard to make meaningful reductions in sodium, without sacrificing the taste, quality or safety of some of North America's favorite foods."

Kraft Foods' sodium reduction efforts reach across the company's North American product portfolio. Staples such as *Kraft* Grated Parmesan Cheese, *Breakstone's* 2% Cottage Cheese and *Oscar Mayer* Bacon had reductions of more than 10 percent. And for many other Kraft Foods products, the results far exceeded this goal, including:

- *Kraft* Original BBQ Sauce, 40 percent
- *Kraft* Easy Mac Cups Original and Triple Cheese, 30 percent
- *Teddy Grahams* Honey Graham Snacks, 25 percent (while boosting whole grain content to 8 grams per serving)
- *Oscar Mayer Deli-Fresh* Smoked Ham and *Oscar Mayer* Beef Bologna, 25 percent
- *Kraft* Singles American Slices, 18 percent

In total, Kraft Foods has reduced sodium content in more than 1000 SKUs across 24 different product categories. And today, the company offers more than 100 products that are either low, reduced or no sodium, including *Oscar Mayer* Lower Sodium Bacon; *Planters* Lightly Salted Nuts; and Hint of Salt crackers, including *Triscuit*, *Ritz*, and *Wheat Thins*.

Product reformulation has long been a hallmark of Kraft Foods' approach to health and wellness. Since 2005, the company has either launched or improved the nutritional profile of over 1500 SKUs in North America. Kraft Foods also has reduced sodium, sugar and fats as well as increased fiber, whole grain and other important nutrients across nearly 25 percent of its portfolio.

### ABOUT KRAFT FOODS

Kraft Foods Inc. (NASDAQ: 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. On Oct. 1, 2012, Kraft Foods Inc. will separate into two companies. Mondelez International, Inc. will be a high-growth global snacks company with annual revenue of approximately \$36 billion and several billion-dollar brands including *Cadbury*, *Jacobs*, *LU*, *Milka*, *Nabisco*, *Oreo*, *Tang* and *Trident*. The spin-off company, Kraft Foods Group, Inc. will be a high-margin North American grocery company with annual revenue of approximately \$19 billion and billion-dollar brands including *Kraft*, *Maxwell House*, and *Oscar Mayer*. A leader in innovation, marketing, health & wellness and sustainability, Kraft Foods is a member of the Standard & Poor's 500, NASDAQ 100, Dow Jones Sustainability Index and Ethibel Sustainability Index. Visit <http://www.kraftfoodscompany.com/> and [www.facebook.com/kraftfoodscorporate](http://www.facebook.com/kraftfoodscorporate).

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