



Mondelēz International Partners with Food Business Incubator, The Hatchery Chicago

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DEERFIELD, Ill., March 21, 2019 (GLOBE NEWSWIRE) -- Mondelēz International announced today a partnership with The Hatchery Chicago, a non-profit food business incubator, as it ramps up its innovation efforts to lead the future of snacking. The partnership is one of several investments the company is making as part of *SnackFutures*, the company's innovation and venture hub aimed at unlocking snacking growth opportunities around the world.

Through the new partnership, Mondelēz International and the *SnackFutures* team will be able to connect with the local food and beverage start-up community and work together to accelerate and scale innovation. Mondelēz International will work with The Hatchery Chicago to offer educational opportunities and mentorship to entrepreneurs active in Chicago's thriving food and drink scene.

"We are truly impressed with the talented start-ups coming out of The Hatchery and are excited to be part of this journey. As the world's snacking leader, it is increasingly important for us to collaborate with the best and brightest talent in advancing the future of snacking," said Tim Cofer, Executive Vice President and Chief Growth Officer of Mondelēz International. "With *SnackFutures*, we want to disrupt the food industry by testing new ideas and scaling what works. Working with The Hatchery food entrepreneurs will help us push the boundaries of what is possible in snacking as we continue to build our ecosystem of partners while also giving back and offering guidance to new companies."

As one of the largest food incubation spaces in the U.S., The Hatchery helps local entrepreneurs build and grow successful food and beverage businesses through three major areas of need: access to production space, financing and resources. Housed in 67,000-square-foot facility in the East Garfield Park neighborhood in Chicago, it provides job training and placement programs, creating sustainable economic growth and new job opportunities.

"At The Hatchery Chicago, we believe collaboration accelerates innovation and increases the rate of success for companies - big and small," says Natalie Shmulik, CEO of The Hatchery Chicago.

"Through this partnership with Mondelēz International, we're creating even more opportunities for our entrepreneurs and community members to access the mentorship and industry expertise that will help them take their business to the next level."

A key pillar of the company's consumer-centric growth strategy, *SnackFutures* is designed as an independent hub that brings three core tenets of growth under one umbrella to accelerate innovation: invention of new brands and businesses; reinvention of small-scale brands with large-scale potential, and venture investments with start-up entrepreneurs to bring emerging brands and strategic capabilities.

Supported by an unconventional ecosystem of best-in-class internal experts and external partners around the globe, *SnackFutures* seeks to collaborate in three key strategic areas: well-being snacks, premium snacks, digital platforms and capabilities. Check <https://www.snackfutures.com/> for more information on how entrepreneurs and partners can submit innovative ideas.

About Mondelēz International

Mondelēz International, Inc. (NASDAQ: MDLZ) empowers people to snack right in approximately 150 countries around the world. With 2018 net revenues of approximately \$26 billion, MDLZ is leading the future of snacking with iconic global and local brands such as *Oreo*, *beVita* and *LU* biscuits; *Cadbury Dairy Milk*, *Milka* and *Toblerone* chocolate; *Sour Patch Kids* candy and *Trident* gum. Mondelēz International is a proud member of the Standard and Poor's 500, Nasdaq 100 and Dow Jones Sustainability Index. Visit www.mondelezinternational.com or follow the company on Twitter at [www.twitter.com/MDLZ](https://twitter.com/MDLZ).

About The Hatchery Chicago

The Hatchery Chicago is non-profit food and beverage incubator dedicated to helping local entrepreneurs build & grow successful businesses. Through cutting-edge kitchen facilities, robust entrepreneurship curriculum, and partnerships with generous corporate sponsors and foundations, The Hatchery Chicago supports local food and beverage entrepreneurs, cultivates local job opportunities, and accelerates local economic growth. Visit www.thehatcherychicago.org to learn more.

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