



March 17, 2010

Kraft Foods Plans to Reduce Sodium in North American Products an Average of 10 Percent by 2012

More Than 10 Million Pounds of Salt to be Eliminated

NORTHFIELD, Ill., March 17, 2010 /PRNewswire via COMTEX/ -- Kraft Foods Inc. (NYSE: KFT) announced today plans to reduce sodium by an average of 10 percent across its North American portfolio over the next two years. This amounts to the elimination of more than 10 million pounds -- or more than 750 million teaspoons -- of salt from some of North America's most popular foods.

"We are reducing sodium because it's good for consumers, and, if done properly, it's good for business," said Rhonda Jordan, President, Health & Wellness, Kraft Foods. "A growing number of consumers are concerned about their sodium intake and we want to help them translate their intentions into actions."

The company's goals call for sodium to be lowered in a number of products up to 20 percent by the end of 2012. For example, Oscar Mayer Bologna is slated to reduce sodium by 17 percent and some flavors of Easy Mac Cups are scheduled to reduce sodium by 20 percent.

But sodium reduction is not new for Kraft Foods. The company has been working on it for several years and has already reduced *sodium in many products between 5 and 30 percent. For example, since 2008:*

- All Oscar Mayer white turkey deli meat products have been reduced by at least 15 percent;
- Oscar Mayer Deli Fresh Chicken Breast Strips have been reduced by 20 percent;
- Two Kraft Light Dressings have been reduced by more than 30 percent; and
- Original and Reduced Fat Wheat Thins have been reduced by 10 percent.

"We are aggressively working toward our goal of a 10 percent reduction across the Kraft Foods portfolio, which will impact more than 1,000 skus, and we're pushing for greater reductions in the long term," said Jordan. "We're constantly looking for and investing in new technologies to help us get there."

Kraft Foods already offers lower sodium alternatives to consumers who are concerned about sodium. The company has 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, Wheat Thins, and Premium.

About Kraft Foods

The combination of Kraft Foods and Cadbury creates a global powerhouse in snacks, confectionery and quick meals. With annual revenues of approximately \$50 billion, the combined company is the world's second largest food company, making delicious products for billions of consumers in more than 160 countries. The combined company's portfolio includes 11 iconic brands with revenues exceeding \$1 billion - Oreo, Nabisco and LU biscuits; Milka and Cadbury chocolates; Trident gums; Jacobs and Maxwell House coffees; Philadelphia cream cheeses; Kraft cheeses, dinners and dressings; and Oscar Mayer meats. Another 70+ brands generate annual revenues of more than \$100 million. Kraft Foods (www.kraftfoodscompany.com; NYSE: KFT) is a member of the Dow Jones Industrial Average, Standard & Poor's 500, Dow Jones Sustainability Index and Ethibel Sustainability Index.

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