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Mondelēz International Introduces New Savory Snack Brand, GOOD THiNS

GOOD THiNS offers delicious wholesome snacks in eight varieties, starting with real ingredients, baked thin and crispy

EAST HANOVER, N.J., March 7, 2016 /PRNewswire/ -- A new snack is hitting shelves, and it's *good*. Starting today, Mondelēz International is responding to consumer demand for more wholesome savory snack options with its first new snack brand in over a decade: GOOD THiNS. The brand starts with real ingredients (like wheat, potato and rice), combines them with enticing flavors (like garlic, spinach and sweet potato) and bakes each piece thin and crispy without any artificial flavors, colors, cholesterol, partially hydrogenated oils or high fructose corn syrup.

The logo for the GOOD THiNS brand, featuring the words 'GOOD' and 'THiNS' in a large, blue, hand-drawn style font. The 'i' in 'THiNS' is lowercase and has a dot, while the other letters are uppercase.

GOOD THiNS will be available in eight delicious varieties at launch:

- | The Potato Ones! (With 60% less fat than the leading regular fried potato chip)
 - | Original
 - | Spinach & Garlic
 - | Sweet Potato
- | The Chickpea One! (Made with real chickpeas)
 - | Garlic & Herb
- | The Rice Ones! (Gluten-free)
 - | Veggie Blend
 - | Simply Salt
 - | Poppy & Sesame Seed
 - | Sea Salt & Pepper

"At Mondelēz International, what's important to consumers is important to us. We're regularly taking a consumer pulse on ingredient and flavor preferences, and we're excited to launch a brand that delivers on a broad range of these interests," said Danielle Brown, Marketing Director for GOOD THiNS at Mondelēz International. "Best of all, it's a snack that you can feel good about."

"The name 'GOOD THiNS' pays tribute to the delicious taste and wholesome ingredients, as well as the thin and crispy texture," said Brown. "GOOD THiNS is good on so many levels, we think it will naturally become a go-to for our consumers in any snacking situation."

Marketing support will spread the good snacking news over the next few months. With the help of agency partners, the

brand will introduce three TV launch spots, digital advertising, in-store sampling, shopper marketing programs and consumer activations in select cities.

GOOD THiNS is currently rolling out nationwide at a suggested retail price of \$3.69 per box. For additional information, visit www.GOODTHiNS.com or check out the brand on Facebook at www.Facebook.com/GOODTHiNS.

About Mondelēz International

Mondelēz International, Inc. (NASDAQ: MDLZ) is a global snacking powerhouse, with 2015 net revenues of approximately \$30 billion. Creating delicious moments of joy in 165 countries, Mondelēz International is a world leader in biscuits, chocolate, gum, candy and powdered beverages, with billion-dollar brands such as Oreo, LU and Nabisco biscuits; Cadbury, Cadbury Dairy Milk and Milka chocolate; 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 us on Twitter at www.twitter.com/MDLZ.

Logo - <http://photos.prnewswire.com/prnh/20160304/340597LOGO>

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