UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of report (Date of earliest event reported): September 7, 2011

KRAFT FOODS INC.
(Exact Name of Registrant as Specified in Charter)

Virginia **(State or Other Jurisdiction of Incorporation)**	**1-16483** **(Commission File Number)**	**52-2284372** **(I.R.S. Employer Identification No.)**

Three Lakes Drive, Northfield, Illinois **(Address of Principal Executive Offices)**	**60093-2753** **(Zip Code)**

Registrant's telephone number, including area code: (847) 646-2000

Not Applicable
(Former Name or Former Address, if Changed Since Last Report.)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

☐ Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)

☐ Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)

☐ Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))

☐ Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Item 7.01. Regulation FD Disclosure.

On September 7, 2011, Kraft Foods Inc. issued a press release relating to its presentation to financial analysts at the Barclays Capital Back-to-School Consumer Conference. A copy of the press release is being furnished as Exhibit 99.1 to this Current Report on Form 8-K.

The presentation will be available via a live audio webcast within the Investor Center section of our Web site, www.kraftfoodscompany.com. An archived rebroadcast and the presentation slides will be available for one year following the webcast. The presentation slides, including Regulation G reconciliations, used in the presentation are being furnished as Exhibit 99.2 to this Current Report on Form 8-K.

This information will not be deemed "filed" for purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the "Exchange Act"), or incorporated by reference in any filing under the Securities Act of 1933, as amended, or the Exchange Act, except as expressly set forth by specific reference in such a filing.

Item 9.01. Financial Statements and Exhibits.

(d) The following exhibits are being furnished with this Current Report on Form 8-K.

Exhibit Number	Description
99.1	Kraft Foods Inc. Press Release, dated September 7, 2011.
99.2	Kraft Foods Inc. Slide Presentation, dated September 7, 2011.

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

KRAFT FOODS INC.

Date: September 7, 2011

/s/ Carol J. Ward

Name: Carol J. Ward

Title: Vice President and Corporate Secretary

Exhibit 99.1

Contacts: Michael Mitchell (Media)
+1-847-646-4538
news@kraftfoods.com

Christopher M. Jakubik (Investors)
+1-847-646-5494
ir@kraftfoods.com

**KRAFT FOODS HIGHLIGHTS KEY BENEFITS OF PLAN
TO CREATE TWO INDEPENDENT PUBLIC COMPANIES**

- *Strong Financial Results, Operating Momentum in Every Geography Provide Opportunity to Take Next Logical Step in Company's Evolution*
- *Two Distinct Portfolios Poised for Peak Performance by Focusing on Unique Drivers of Success*

BOSTON – Sept. 7, 2011 – During a presentation at the Barclays Capital Back-to-School Consumer Conference today, Kraft Foods Chairman and CEO Irene Rosenfeld outlined the key drivers and benefits of the decision to launch two independent public companies before year-end 2012. Kraft Foods announced its plan to create a high-margin North American Grocery company and a high-growth Global Snacks company when it reported strong first half financial results on Aug. 4, 2011.

"Over the past four years, we've fundamentally changed the face, footprint and prospects of Kraft Foods," said Rosenfeld. "We've successfully positioned our company to deliver sustainable top-tier growth by reinvigorating our iconic brands, transforming our portfolio and strengthening our presence in fast-growing developing markets. But taking our performance to the next level requires a bold new approach: creating two great companies that can optimize value by focusing on their unique drivers of success."

North American Grocery Will Deliver Consistent Growth, Strong Free Cash Flow

With annual revenues of approximately $16 billion and market-leading positions in about 80 percent of its categories, the North American Grocery business will be one of the largest and most-admired food companies in North America. This business will include four "billion-dollar" brands, including *Kraft*, *Maxwell House*, *Oscar Mayer* and *Philadelphia*, plus three more with revenues of at least $500 million, and an additional 14 with annual revenues of more than $100 million.

As an independent company, the North American Grocery business will continue to draw on great marketing, innovation and significant scale in the grocery sales channel to deliver revenue growth in line with its categories. It will target industry-leading margins through disciplined portfolio management, optimized trade spending, Lean Six Sigma manufacturing initiatives and negative overhead growth.

The economic returns of the North American Grocery business will come from sustained growth of its high-margin iconic brands, capital efficiency and the return of free cash flow in the form of a highly competitive dividend payout and a growing dividend over time.

Global Snacks Will Deliver Exceptional Growth

The Global Snacks business will have annual revenues of approximately $32 billion and a strong growth profile in the top tier of its global peer group. It will rank among the leading consumer packaged goods companies in the world, with one of the most desirable exposures in emerging markets among large-cap CPG players. The company will derive more than 42 percent of its sales from Developing Markets, 36 percent from Western Europe and 22 percent from North America.

Approximately 75 percent of revenues will come from snacks, and this company will be the pre-eminent player in snacking worldwide, with leading market shares in each major region of the world. The business will have a powerful brand portfolio featuring eight "billion-dollar" brands, including *Cadbury*, *Jacobs*, *LU*, *Milka*, *Nabisco*, *Oreo*, *Tang* and *Trident*. Its portfolio will include six additional brands with revenues of more than $500 million, and nearly 40 more brands with over $100 million in sales.

Global Snacks will focus on industry-leading growth by extending its global product platforms, taking advantage of its significant scale in emerging markets, expanding in instant consumption channels and aggressively entering white-space markets. This business will drive margins higher by leveraging its cost structure through volume growth and improved product mix. Global Snacks will redeploy capital to support future growth through investments in sales, distribution and manufacturing.

Targeting Launch of New Companies by Late 2012

"I'm confident this is the best way to stage our businesses for long-term success, the best way for shareholders to value each business and the best way to ensure a bright future for our people," Rosenfeld concluded.

Until the new companies are created late in 2012, Kraft Foods will continue to report as one company and focus on delivering on its goals for 2011 and 2012. Financial guidance for the new companies will be provided next year after the work of establishing separate financial reports and capital structures is completed. Tax rulings from the Internal Revenue Service are expected early in the second quarter of 2012, and the company expects to file an initial Form 10 shortly after that.

Kraft Foods' presentation was accompanied by slides. Access to a replay of the webcast and slides is available at kraftfoodscompany.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 2010 revenue of $49.2 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 with estimated revenue of $32 billion and a high-margin North American grocery business with estimated revenue of $16 billion, based on 2010 financial results, adjusted for divestitures. The transaction will take at least 12 months to complete, during which time plans regarding the structure, management, governance and other matters will be announced. 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 kraftfoodscompany.com and facebook.com/kraftfoodscorporate.

FORWARD-LOOKING STATEMENTS

This press release contains a number of forward-looking statements. Words, and variations of words such as "expect," "goals," "plan," "continue," "will" and similar expressions are intended to identify our forward-looking statements, including but not limited to, statements regarding our plan to create a high-margin North American Grocery company and a high-growth Global Snacks company; sustainable top-tier growth; the two companies' focus on their unique drivers of success; North American Grocery business and performance description; Global Snacks business, revenue, growth and economic performance description; target launch dates; Kraft Foods' focus on delivering its goals for 2011 and 2012; and expected tax ruling and Form 10 filing dates. These forward-looking statements involve risks and uncertainties, many of which are beyond our control, and important factors that could cause actual results to differ materially from those in the forward-looking statements include, but are not limited to, continued volatility and increase in commodities' costs, increased competition, pricing actions, our failure to successfully create two independent companies, risks from operating globally and tax law changes. For additional information on these and other factors that could affect our forward-looking statements, see our risk factors, as they may be amended from time to time, set forth in our filings with the SEC, including our most recently filed Annual Report on Form 10-K and subsequent reports on Forms 10-Q and 8-K. We disclaim and do not undertake any obligation to update or revise any forward-looking statement in this press release, except as required by applicable law or regulation.

- make today delicious -

Exhibit 99.2

Kraft Foods

Barclays Capital
Back-to-School Conference

September 7, 2011

Irene Rosenfeld

Chairman and CEO

Forward-looking statements

This slide presentation contains a number of forward-looking statements. The words "believe," "expect," "anticipate," "optimistic," "intend," "plan," "goals," "may," "aim," "will" and similar expressions are intended to identify our forward-looking statements. Examples of forward-looking statements include, but are not limited to, statements we make regarding being well-positioned for sustainable growth; two distinct portfolios poised for peak performance; top-line growth; 2011 guidance; top-tier organic revenue growth; EPS growth; North America Grocery business description and performance; position within the new reality of the U.S. food industry; Global Snacks business description, ranking, geographic profile and performance; benefits from creating two independent entities; and what's next. These forward-looking statements involve risks and uncertainties, many of which are beyond our control, and important factors that could cause actual results to differ materially from those in the forward-looking statements include, but are not limited to, increased competition, pricing actions, continued volatility and increases in commodity costs, increased costs of sales, our indebtedness and our ability to pay our indebtedness, risks from operating globally, our failure to successfully execute in emerging markets, our failure to create two success independent companies and tax law changes. For additional information on these and other factors that could affect our forward-looking statements, see our risk factors, as they may be amended from time to time, set forth in our filings with the SEC, including our most recently filed Annual Report on Form 10-K and subsequent reports on Forms 10-Q and 8-K. We disclaim and do not undertake any obligation to update or revise any forward-looking statement in this slide presentation, except as required by applicable law or regulation.

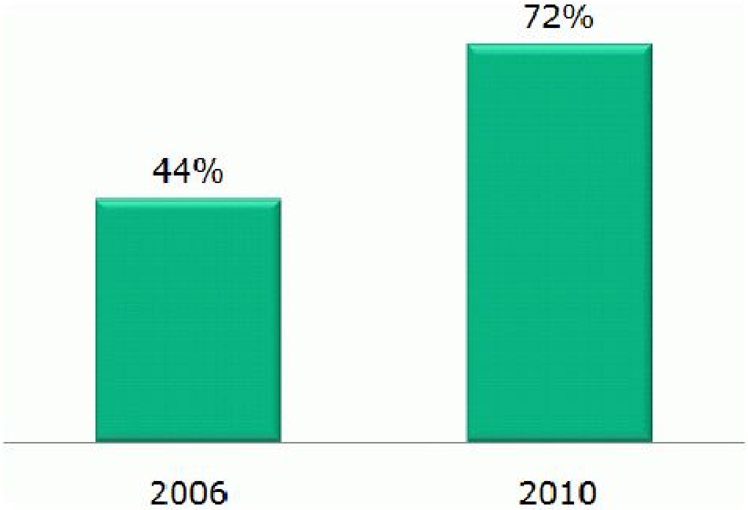
Why now?

- Well-Positioned for Sustainable Growth
- Two Distinct Portfolios Poised for Peak Performance

Three key ingredients to sustainable growth

- Fix our base
  - Rewire the organization
  - Rejuvenate our brands

Kraft Foods Base Business (1)
% of Products Preferred to Competition



(1) Excludes Cadbury.
Source: Kraft Foods.

Three key ingredients to sustainable growth

- Fix our base
- Transform the portfolio
  - Strengthen North American business
  - Build a global snacks powerhouse

Divestitures

Post, DiGiorno, Cream of Wheat, Minute, Milk-Bone

Acquisitions

Oreo, Chips Ahoy!, Ritz

(European rights)

LU, Cadbury

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Three key ingredients to sustainable growth

- Fix our base
- Transform the portfolio
- Make Virtuous Cycle work in each region
  - Sustainable, top-tier growth

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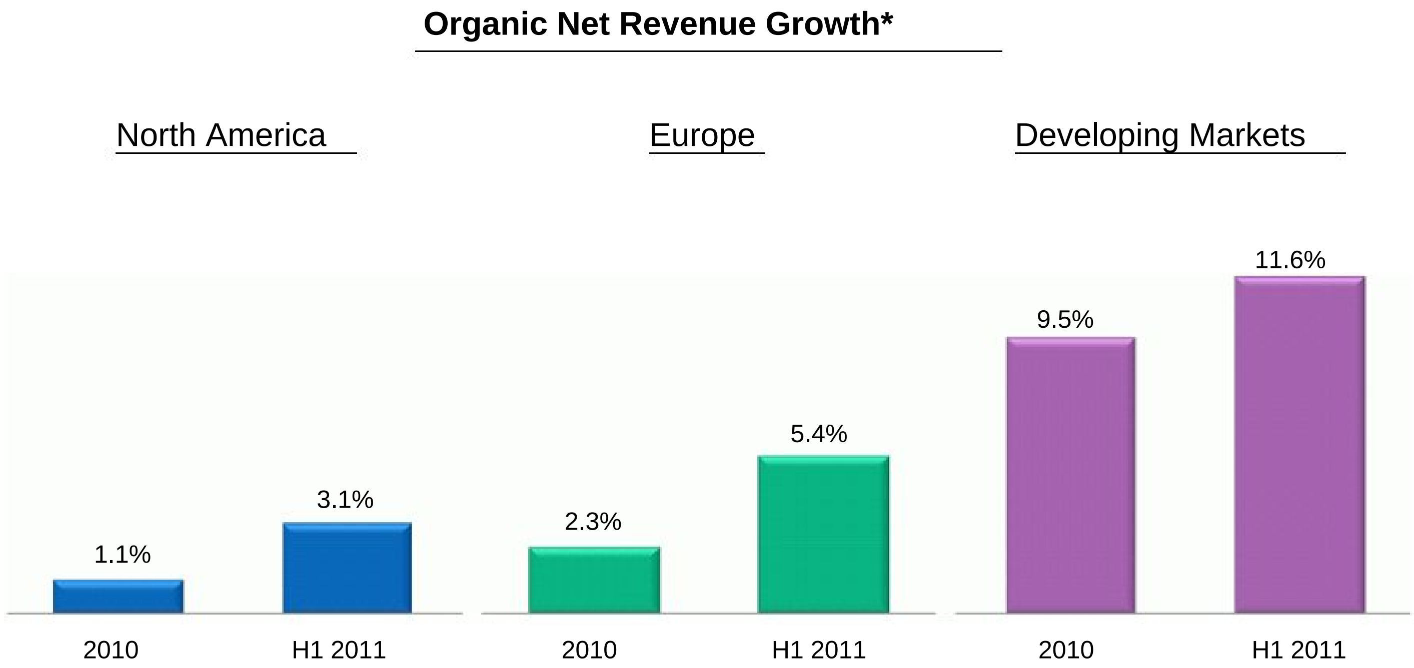
Top-line growth accelerating in each region



* For 2010, reflects Combined Organic Net Revenue growth. Reported Net Revenue growth for 2010 were as follows: North America, 8.8%; Europe, 32.6%; Developing Markets, 71.1%. Reported Net Revenue growth for H1 2011 were as follows: North America, 3.4%; Europe, 18.9%; Developing Markets, 23.1%. See GAAP to Non-GAAP reconciliation at the end of this presentation.

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Strong H1 operating momentum in each geography

- Executed necessary pricing
  - Quickly responded to higher input costs

- Winning with consumers
  - Focused brand investments, innovation and improved marketing
  - Solid share performance while pricing earlier than competition

- Grew profit dollars versus difficult comparisons
  - Driving End-to-End Cost Management
  - Funding strong increase in A&C

Snacks portfolio up more than 6% in H1 *

- Global Biscuits +7% through H1 *
  - Developing Markets up strong double-digits
  - *Oreo* +22%, *Chips Ahoy!* +18%, *Club Social* +35%

- Global Chocolate +9% through H1 *
  - Developing Markets up low-to-mid teens
  - *Cadbury Dairy Milk* +13%, *Lacta* +18%, *Cadbury Flake* +13%

- Global Gum & Candy +2% through H1 *
  - Developing Markets up high single-digits
  - Fixing developed markets through advertising, innovation and price points

* Reflects H1 2011 Organic Net Revenue Growth. Reported H1 2011 Net Revenue growth was 16.7% for Snacks, 10% for Biscuits and 22.5% for Confectionery, which is comprised of 26.2% for Chocolate, 24.3% for Gum & Candy and (37.1)% for Other Confectionery. See GAAP to Non-GAAP reconciliation at the end of this presentation.

Increased 2011 guidance with Q2 results

- Organic Net Revenue growth of at least 5%
  – Taking additional pricing to address climbing input costs

- Operating EPS of at least $2.25
  – Delivering strong operating results
  – Reflecting year-to-date currency benefit

Delivering top-tier organic revenue growth

Organic Revenue Growth (Fiscal Year) *

2008			2009			2010			2011E (2)		
1	ConAgra	9.5%	1	General Mills	8.5%	1	Danone	6.9%	1	Danone	6%-8%
2	Danone	8.4%	2	ConAgra	7.7%	2	Hershey	6.1%	2	PepsiCo	6%-8% (3)
3	Nestlé	8.3%	3	Heinz	5.5%	3	Coca-Cola	6.0%	3	Nestlé	6%
4	General Mills	8.2%	4	Nestlé	4.1%	4	Nestlé	6.0%	4	Hershey	~6%
5	Heinz	6.9%	5	Coca-Cola	4.0%	5	General Mills	4.0%	5	Coca-Cola	5%-6% (3)
6	**Kraft Foods**	**6.7%**	6	Hershey	4.0%	**6**	**Kraft Foods**	**3.5/3.7%** (1)	**6**	**Kraft Foods**	**5%+**
7	PepsiCo	6.6%	7	PepsiCo	4.0%	7	PepsiCo	3.5%	7	Sara Lee	4.9% (4)
8	Coca-Cola	5.7%	8	Danone	3.2%	8	Heinz	2.1%	8	Kellogg	4%-5%
9	Kellogg	5.4%	9	Campbell	3.0%	9	ConAgra	(0.8)%	9	General Mills	2.0% (4)
10	Sara Lee	4.6%	10	Kellogg	3.0%	10	Kellogg	(1.3)%	10	Heinz	1.9% (4)
11	Hershey	3.4%	11	Sara Lee	2.7%	11	Campbell	(2.0)%	11	ConAgra	1.1% (4)
12	Campbell	3.0%	**12**	**Kraft Foods**	**1.5%**	12	Sara Lee	(2.8)%	12	Campbell	(2.0)%

* Source: Thomson First Call.
(1) Reported Net Revenue growth was 27.0%; Combined Organic Net Revenue Growth was 3.5%; Kraft Foods Base Organic Net Revenue growth was 3.7%. See GAAP to Non-GAAP reconciliation at the end of this presentation.
(2) Per company reports.
(3) PepsiCo reflects the company's medium-term target. Coca-Cola reflects the company's long-term target.
(4) As reported.

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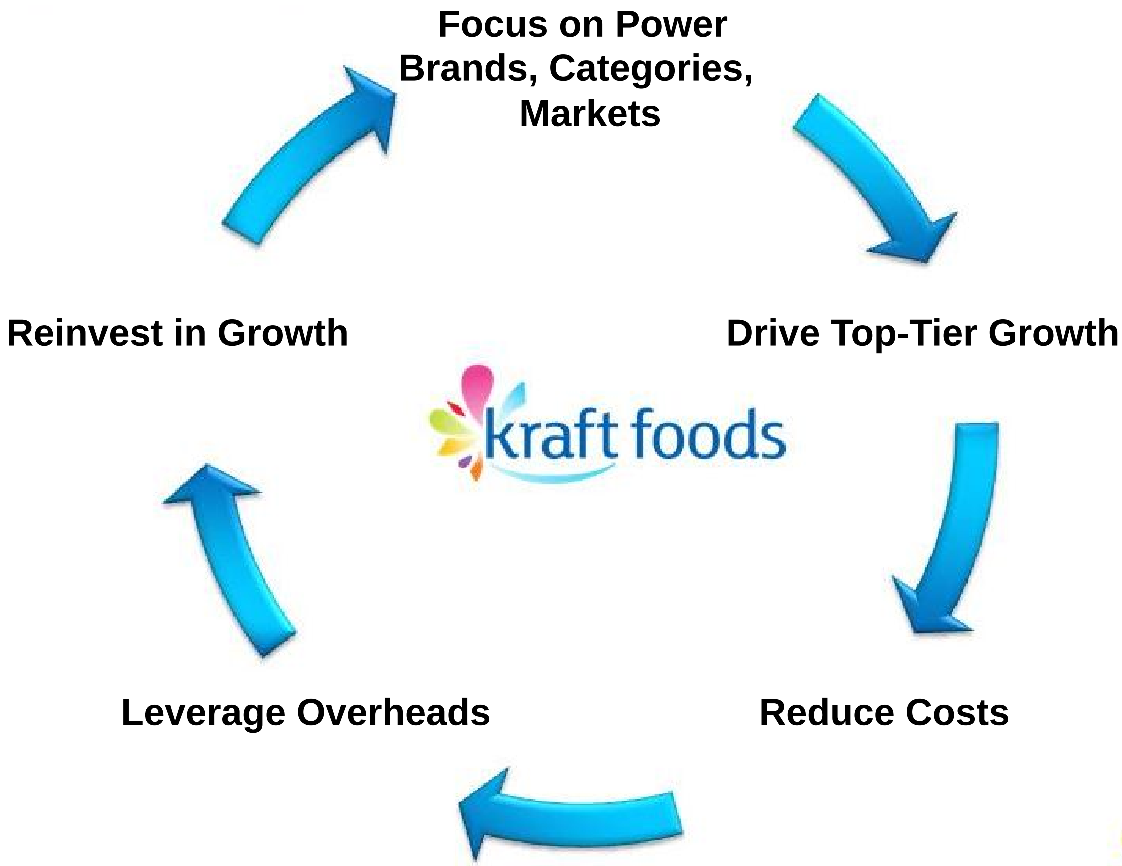
Poised to improve EPS growth versus peers

Operating EPS Growth (1)

2008			2009			2010			2011E		
1	ConAgra	32.9%	1	Hershey	15.4%	1	Hershey	17.5%	1	**Kraft Foods**	**11.4%+** (3)
2	Sara Lee	19.3%	2	General Mills	13.1%	2	General Mills	15.6%	2	Coca-Cola	11.2%
3	Coca-Cola	16.7%	3	Heinz	10.3%	3	ConAgra	14.5%	3	Hershey	11.0%
4	General Mills	10.7%	4	**Kraft Foods**	**8.0%**	4	Coca-Cola	14.1%	4	Danone	10.3%
5	Heinz	10.5%	5	Campbell	6.2%	5	PepsiCo	11.3%	5	General Mills	7.8% (4)
6	PepsiCo	8.9%	6	Kellogg	5.7%	6	Campbell	11.3%	6	PepsiCo	7.7%
7	Kellogg	8.3%	7	PepsiCo	0.8%	7	Nestlé	7.4%	7	Heinz	7.3% (4)
8	Campbell	7.2%	8	Nestlé	0.7%	8	Danone	5.4%	8	Kellogg	5.8%
9	Nestlé	4.0%	9	Danone	(0.8)%	9	**Kraft Foods**	**4.7%** (2)	9	Sara Lee	2.6% (4)
10	**Kraft Foods**	**3.3%**	10	Coca-Cola	(2.9)%	10	Kellogg	4.4%	10	Campbell	0.8%
11	Danone	1.2%	11	Sara Lee	(15.2)%	11	Heinz	(1.0)%	11	ConAgra	0.6% (4)
12	Hershey	(9.6)%	12	ConAgra	(20.0)%	12	Sara Lee	(9.5)%	12	Nestlé	(7.8)%

(1) Source: Thomson First Call.
(2) Represents Operating EPS. Reported Diluted EPS declined 23.8%. See GAAP to Non-GAAP reconciliation at the end of this presentation.
(3) Based on Operating EPS guidance of at least $2.25.
(4) As reported.

Well-positioned to deliver top-tier growth



Why now?

- Well-Positioned for Sustainable Growth
- Two Distinct Portfolios Poised for Peak Performance

Significant differences in operating models of NA Grocery and Global Snacks

	North American Grocery	Global Snacks
Categories/Brands	Regional	Global
Products	Everyday Staples	Ubiquitous, Discretionary
Store Presence	Center of Store	Snacking Aisle, End Caps, Hot Zone
Sales & Distribution	Warehouse	DSD, High Touch
Cost Structure	Low, Variable	High, Fixed
Selling Costs	Modest	High

Two strong portfolios with unique drivers of success

North American Grocery

KRAFT
Maxwell House
Oscar Mayer
KRAFT macaroni & cheese
JELL-O
KRAFT PHILADELPHIA
CAPRI SUN
Miracle Whip

Global Snacks

OREO
Cadbury
Milka
LU
Trident
TANG
JACOBS

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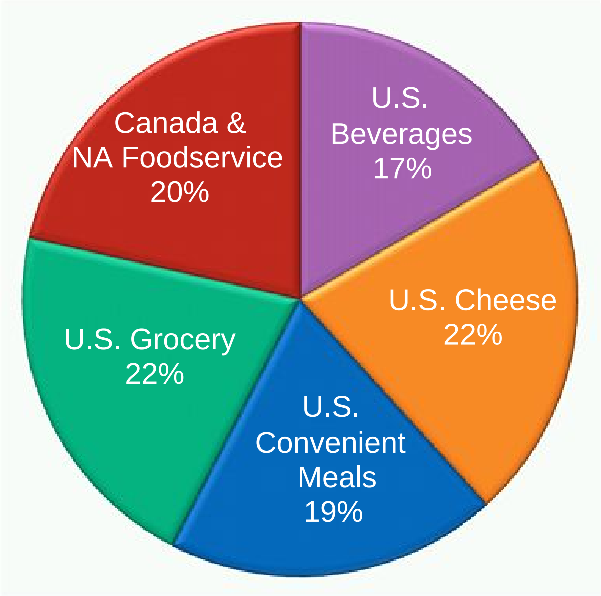
North American Grocery will be a major force in the industry



$16 Billion in Revenues *

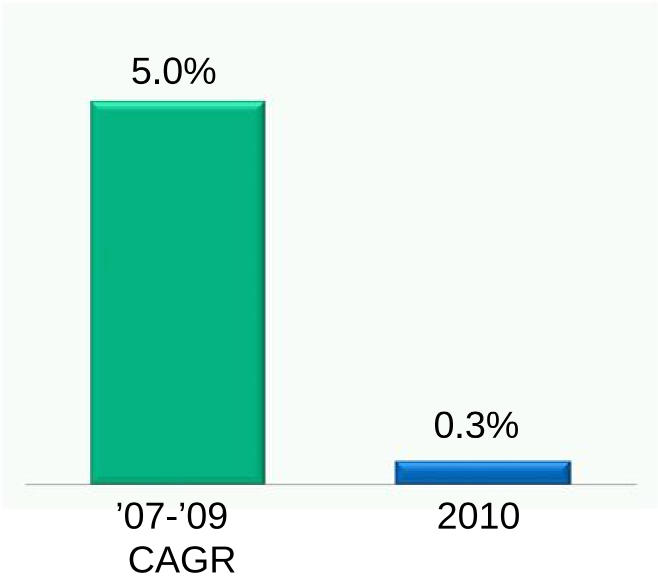
- Significant scale across categories
  - #3 in size to Nestle and PepsiCo
- #1 in ~80% of categories
  - Four $1B+ brands… *Kraft, Maxwell House, Oscar Mayer, Philadelphia*
  - Three $500MM-$1B brands
  - Fourteen $100MM-$500MM brands
- Biggest and best grocery sales force in U.S.
  - Highest rated in Cannondale and Kantar
  - Gaining share with key customers

KRAFT · Oscar Mayer · Maxwell House · JELL-O · PHILADELPHIA · CAPRI SUN · Miracle Whip · macaroni & cheese

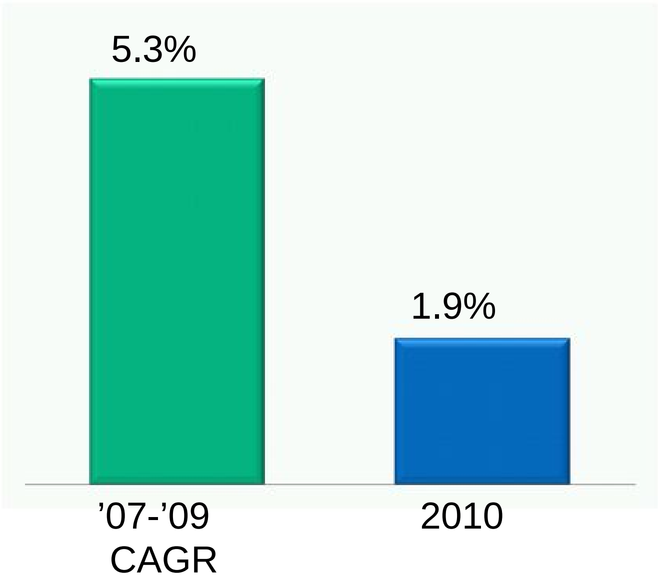
* Based on 2010 reported net revenues adjusted for accounting calendar changes and divestitures, including the Starbucks CPG business.

Well-positioned within the new reality of the U.S. food industry

Total U.S. Food & Beverage



Kraft Foods Categories *



* Excludes Cookies, Crackers and Snack Nuts
Source: Nielsen.

North American Grocery will deliver consistent growth, significant free cash flow

- Moderate growth in line with categories
  - Innovation and marketing excellence
  - Disciplined portfolio management
  - Grocery channel scale
- Strong margins with upside opportunity
  - Trade spend optimization
  - Lean Six Sigma
  - Negative overhead growth
- Substantial free cash generation
  - High dividend payout, growing dividend over time

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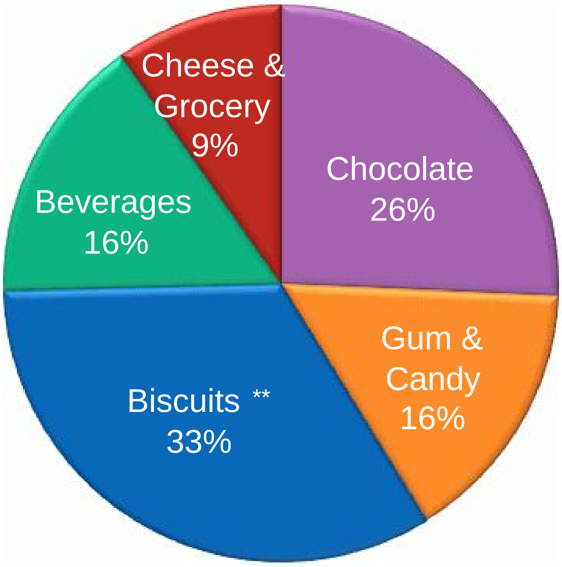
Global Snacks will be the pre-eminent player in snacking worldwide



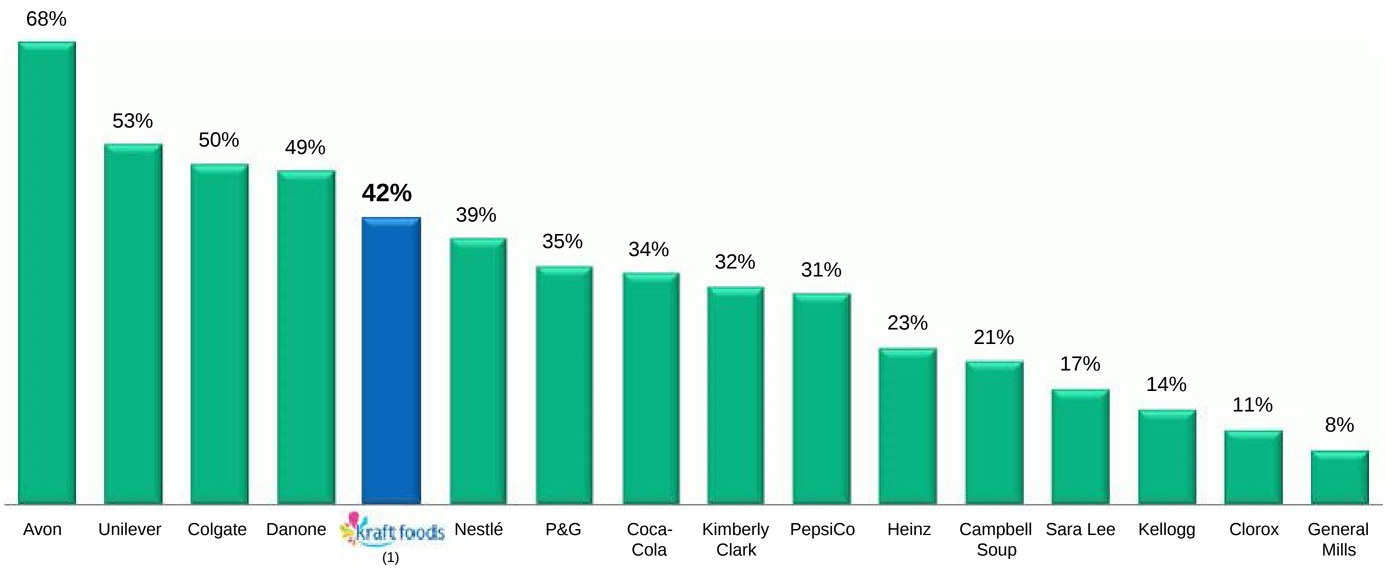
$32 Billion in Revenues *

- #1 player in global snacks
  - #1 in Biscuits
  - #1 in Chocolate
  - #2 in Gum
- Strong stable of global and local icons
  - Eight $1B+ brands … *Cadbury, Jacobs, LU, Milka, Nabisco, Oreo, Tang, Trident*
  - Six $500MM-$1B brands
  - Nearly 40 $100MM-$500MM brands
- Beverages to drive strong growth with high margins

* Based on 2010 reported net revenues adjusted for accounting calendar changes and divestitures.
** Includes salted snacks

Global Snacks will rank among the leading CPG players in developing markets

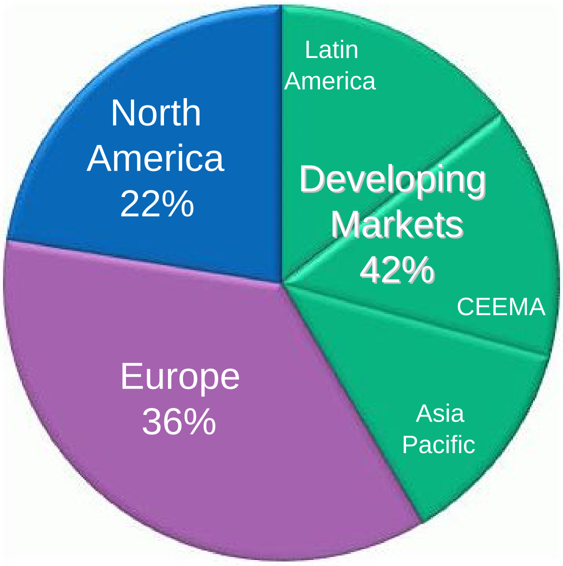
Percentage of Revenues from Developing Markets



(1) Reflects the percentage of revenues from Developing Markets of the proposed Global Snacks company.

Source: Company reports and presentations, reflecting the following: Avon - Emerging & developing markets per CAGNY 2011 presentation; Unilever - Emerging markets per 2010 annual report; Colgate - Emerging markets per CAGNY 2011 presentation; Danone - Emerging markets pro forma for Unimilk per 2010 results presentation; Nestle - Emering markets approaching 40% of sales per full year 2010 results roadshow; P&G - Developing markets per fiscal 2011 10-K; Coca-Cola - Pacific, Latin America, Eurasia & Africa excluding Bottling Investments; Kimberly-Clark - Asia, Latin America and Other; PepsiCo - Emerging markets pro forma for Wimm-Bill-Dann per CAGNY 2011 presentation; Heinz - Emerging markets per Q1 2012 earnings release; Campbell - Australia/Asia Pacific, Other; Sara Lee - Other; Kellogg - Latin America, Asia Pacific; General Mills - Asia Pacific, Latin America.

Global Snacks' geographic profile is unique within consumer products



$32 Billion in Revenues *

- Well-balanced Developing Markets presence
  - Scale and profitable growth in key developing markets
- Strong presence, prospects in Europe
  - Significant synergies, whitespace opportunities
- Lower-than-average exposure to North America
  - Instant Consumption Channel expansion

* Based on 2010 reported net revenues adjusted for accounting calendar changes and divestitures.

Global Snacks will deliver exceptional growth

- Industry-leading growth
  - Global product platforms
  - Developing Market presence
  - Instant Consumption Channels
  - Whitespace opportunities
- Leverage cost structure to drive margin gains
  - Volume growth and improved product mix
- Reinvest to support future growth
- Top-tier EPS growth plus a modest dividend

Several important benefits from creating two independent entities

- Enable focus on distinct strategic priorities
  - Customize operating models, cultures, organizational structures
- Optimize resource allocation and capital deployment
  - North American Grocery resources dedicated to the Grocery business
- Increase transparency for shareholders
  - Value each business versus respective peer set
  - Expand shareholder base

What’s Next

- Continue to report as one company
- Tax Rulings by early Q2
- Initial Form 10 filing during Q2
- Complete transaction no later than Dec. 31, 2012

Summary

- Strong business momentum
- Virtuous cycle at work in every region
- Taking next logical step in evolution of Kraft Foods

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GAAP to Non-GAAP Reconciliation

Net Revenues to Combined Organic Net Revenues

For the Twelve Months Ended December 31,
($ in millions, except percentages) (Unaudited)

							Add back:					% Change			
	As Reported (GAAP)	Impact of Divestitures	Impact of Acquisitions	Impact of Integration Program	Impact of Currency	**Base Kraft Foods Organic (Non-GAAP)**	Impact of Acquisitions - Cadbury (1)	Divestitures - Cadbury's Poland and Romania Operations (1)	Impact of Currency - Cadbury (1)	**Cadbury Organic (Non-GAAP) (1)**	**Combined Organic (Non-GAAP)**	**As Reported (GAAP)**	**Base Kraft Foods Organic (Non-GAAP)**	**Cadbury Organic (Non-GAAP) (1)**	**Combined Organic (Non-GAAP)**
2010															
Kraft Foods North America	$ 23,966	$ (21)	$ (1,498)	$ -	$ (251)	$ 22,196	$ 1,498	$ -	$ (35)	$ 1,463	$ 23,659	8.8%	1.1%	0.8%	1.1%
Kraft Foods Europe	11,628	-	(2,892)	-	267	9,003	2,892	-	91	2,983	11,986	32.6%	2.9%	0.7%	2.3%
Kraft Foods Developing Markets	13,613	-	(4,753)	1	15	8,876	4,753	(105)	(302)	4,346	13,222	71.1%	11.8%	5.1%	9.5%
Kraft Foods	**$ 49,207**	**$ (21)**	**$ (9,143)**	**$ 1**	**$ 31**	**$ 40,075**	**$ 9,143**	**$ (105)**	**$ (246)**	**$ 8,792**	**$ 48,867**	**27.0%**	**3.7%**	**2.9%**	**3.5%**
2009															
Kraft Foods North America	$ 22,030	$ (80)	$ -	$ -	$ -	$ 21,950	$ 1,452	$ -	$ -	$ 1,452	$ 23,402				
Kraft Foods Europe	8,768	(15)	-	-	-	8,753	2,961	-	-	2,961	11,714				
Kraft Foods Developing Markets	7,956	(14)	-	-	-	7,942	4,341	(207)	-	4,134	12,076				
Kraft Foods	**$ 38,754**	**$ (109)**	**$ -**	**$ -**	**$ -**	**$ 38,645**	**$ 8,754**	**$ (207)**	**$ -**	**$ 8,547**	**$ 47,192**				

(1) Kraft Foods acquired Cadbury plc on February 2, 2010. Cadbury data, shown above, is for February through December 2010 and 2009, adjusted from IFRS to U.S. GAAP and translated to US$ from local countries' currencies.
Cadbury 2009 data is presented on a combined company, pro forma basis.

kraft foods

GAAP to Non-GAAP Reconciliation

Net Revenues to Organic Net Revenues

For the Six Months Ended June 30,

($ in millions, except percentages) (Unaudited)

	As Reported (GAAP)	Impact of Divestitures [1]	Impact of Acquisitions [2]	Impact of Accounting Calendar Changes	Impact of Currency	Organic (Non-GAAP)	% Change As Reported (GAAP)	% Change Organic (Non-GAAP)
2011								
Kraft Foods North America	$ 12,254	$ (91)	$ (117)	$ -	$ (92)	$ 11,954	3.4%	3.1%
Kraft Foods Europe	6,541	-	(201)	(226)	(364)	5,750	18.9%	5.4%
Kraft Foods Developing Markets	7,656	-	(379)	(90)	(352)	6,835	23.1%	11.6%
Kraft Foods	**$ 26,451**	**$ (91)**	**$ (697)**	**$ (316)**	**$ (808)**	**$ 24,539**	**12.2%**	**5.9%**
2010								
Kraft Foods North America	$ 11,849	$ (258)	$ -	$ -	$ -	$ 11,591		
Kraft Foods Europe	5,502	-	-	(45)	-	5,457		
Kraft Foods Developing Markets	6,220	(80)	-	(18)	-	6,122		
Kraft Foods	**$ 23,571**	**$ (338)**	**$ -**	**$ (63)**	**$ -**	**$ 23,170**		

(1) Impact of divestitures includes Starbucks CPG business.

(2) Impact of acquisitions reflects the incremental January 2011 operating results from our Cadbury acquisition.

GAAP to Non-GAAP Reconciliation

Net Revenues to Organic Net Revenues by Consumer Sector

For the Six Months Ended June 30,

($ in millions, except percentages) (Unaudited)

Kraft Foods

	As Reported (GAAP)	Impact of Divestitures	Impact of Acquisitions [2]	Impact of Accounting Calendar Changes	Impact of Currency	**Organic (Non-GAAP)**	% Change **As Reported (GAAP)**	% Change **Organic (Non-GAAP)**
2011								
Biscuits	$ 5,776	$ -	$ -	$ (99)	$ (128)	$ 5,549	10.0%	6.9%
Confectionery								
Chocolate	4,513	-	(285)	(43)	(259)	3,926	26.2%	9.4%
Gum & Candy	2,710	-	(379)	15	(131)	2,215	24.3%	1.6%
Other Confectionery	178	-	(5)	(3)	(6)	164	(37.1)%	(14.6)%
	7,401	-	(669)	(31)	(396)	6,305	22.5%	5.8%
Snacks [1]	**$ 13,177**	**$ -**	**$ (669)**	**$ (130)**	**$ (524)**	**$ 11,854**	**16.7%**	**6.3%**
2010								
Biscuits	$ 5,252	$ -	$ -	$ (59)	$ -	$ 5,193		
Confectionery								
Chocolate	3,577	11	-	-	-	3,588		
Gum & Candy	2,180	-	-	-	-	2,180		
Other Confectionery	283	(91)	-	-	-	192		
	6,040	(80)	-	-	-	5,960		
Snacks [1]	**$ 11,292**	**$ (80)**	**$ -**	**$ (59)**	**$ -**	**$ 11,153**		

(1) Snacks is defined as the combination of the Biscuits sector, which includes cookies, crackers and salted snacks, and the Confectionery sector, which includes chocolate, gum & candy and other confectionery.

(2) Impact of acquisitions reflects the incremental January 2011 operating results from our Cadbury acquisition.

GAAP to Non-GAAP Reconciliation

Diluted Earnings per Share to Operating EPS

For the Twelve Months Ended December 31,

(Unaudited)

	As Reported (GAAP)	Integration Program Costs (1)	Acquisition-Related Costs (2) and Financing Fees (3)	U.S. Health Care Legislation Impact on Deferred Taxes	Operating (Non-GAAP)	% Growth: As Reported EPS Growth from Continuing Operations (GAAP)	% Growth: Operating EPS Growth (Non-GAAP)
2010							
Diluted EPS							
- Continuing operations	$ 1.44	$ 0.29	$ 0.21	$ 0.08	$ 2.02	(23.8)%	4.7%
- Discontinued operations	0.95						
- Net earnings attributable to Kraft Foods	$ 2.39						
2009							
Diluted EPS							
- Continuing operations	$ 1.89	$ -	$ 0.04		$ 1.93		
- Discontinued operations	0.14						
- Net earnings attributable to Kraft Foods	$ 2.03						

(1) Integration Program costs are defined as the costs associated with combining the Kraft Foods and Cadbury businesses, and are separate from those costs associated with the acquisition.

(2) Acquisition-related costs include transaction advisory fees, UK stamp taxes and the impact of the Cadbury inventory revaluation.

(3) Acquisition-related financing fees include hedging and foreign currency impacts associated with the Cadbury acquisition and other fees associated with the Cadbury bridge facility.