

Kraft Foods Group, Inc.
Three Lakes Drive
Northfield, Illinois 60093
(847) 646-2000
December 6, 2012

VIA ELECTRONIC MAIL AND EDGAR

Securities and Exchange Commission
100 F Street, N.E.
Washington, D.C. 20549

Re: *Kraft Foods Group, Inc.*
Registration Statement on Form S-4 (File No. 333-184314)

Ladies and Gentlemen:

This letter is sent on behalf of Kraft Foods Group, Inc. (the “Company”) in connection with the above-referenced Registration Statement on Form S-4 (the “Registration Statement”) filed with the Securities and Exchange Commission (the “Commission”) by the Company pursuant to the Securities Act of 1933, as amended (the “Securities Act”). Pursuant to Rule 461 promulgated under the Securities Act, the Company hereby respectfully requests that the effective time of the Registration Statement be accelerated to 4:00pm, Eastern Time, on December 7, 2012 or as soon thereafter as practicable.

The Company hereby acknowledges that:

- should the Commission or the staff, acting pursuant to delegated authority, declare the Registration Statement effective, it does not foreclose the Commission from taking any action with respect to the Registration Statement;
- the action of the Commission or the staff, acting pursuant to delegated authority, in declaring the Registration Statement effective, does not relieve the Company from their full responsibility for the adequacy and accuracy of the disclosure in the Registration Statement; and
- the Company may not assert staff comments and the declaration of effectiveness as a defense in any proceeding initiated by the Commission or any person under the federal securities laws of the United States.

[Signature page follows.]

Very truly yours,

/s/ Kim K. W. Rucker

Kim K. W. Rucker

Executive Vice President, Corporate & Legal Affairs,
General Counsel and Corporate Secretary,
Kraft Foods Group, Inc.

cc: Andrew L. Fabens, Gibson, Dunn & Crutcher LLP

[SIGNATURE PAGE TO KRAFT FOODS GROUP, INC. ACCELERATION REQUEST]