



October 30, 2013

Kraft Statement on U.S. Coffee Collaboration with McDonald's

Kraft has entered into a comprehensive coffee collaboration in the U.S. with McDonald's to help consumers enjoy McCafé premium coffee in the comfort and convenience of their own home. An upcoming test will deliver McCafé in new formats, including roast-and-ground bagged coffee and single-cup offerings, in the coffee aisle of retail stores. As a global icon with proven success in branding and innovation, McDonald's is a perfect partner to complement our vast coffee expertise. We look forward to launching this test and providing the beloved McCafé brand to consumers in new and exciting ways.

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