Maxwell House Announces Brand Refresh

NORTHFIELD, Ill. (PRNewswire) — In a world where coffee seems to have become a symbol of status, Maxwell House is redefining its 121-year-old brand by re-grounding America in what is truly good about coffee. As consumers continuously seek things in life that are described as awesome, amazing or incredible, Maxwell House is making itself more relevant to a new generation by reminding people just how good "Good" is.

Today Maxwell House is taking its first step in reinventing itself by debuting new packaging graphics, a new logo and several new product varieties, all supported by the new campaign, "Say Good Morning to a Good Day," which emphasizes the countless benefits that come with starting your day with a good cup of coffee. In fact, Maxwell House is bringing back the iconic "good to the last drop" tagline to reinforce that good is, well, pretty great.

"More than ever, Americans have embraced coffee as a routine part of their lives, so it made sense for us to re-introduce people to what a good cup of coffee can do to kick start a good day," said Chris McClement, Senior Director, Maxwell House. "The brand's refreshed look and feel is meant to complement our evolving portfolio – from our traditional roast and ground varieties to our newer single-serve format – appealing to a broader group of coffee drinkers."

As part of the holistic brand renovation, consumers will see the new packaging appear on store shelves in the coming months. The new canisters showcase the brand's iconic blue color, with a concentrated emphasis on the well-known coffee drop, a nod to the original line from Teddy Roosevelt in 1907, when he proclaimed Maxwell House Coffee was "good to the last drop."

"Say Good Morning to a Good Day"
The new, multi-media brand campaign includes TV, print and a strong digital focus, and features the iconic "perking pot" jingle that has been part of American culture since 1959. The ad inspires coffee drinkers to be their own champions of progress and encourages them to start their day off on the right foot, no matter how small the step. Whether it's selling that old car, applying for a job, or getting a first apartment, a good cup of coffee says, "Good Morning" to a good day.

More Choices for Maxwell House Lovers: Expansion of Single-Serve Coffee
In addition to its new campaign, Maxwell House is introducing new coffee options with the intent of reaching both existing customers as well as Millennials. In March, Maxwell House introduced two new flavors in single-serve format: The Original Roast and Master Blend. The new items deliver the two most popular Maxwell House roast and ground flavors in a new form that will allow more people to enjoy the coffee they love in a variety of ways.

MAXWELL HOUSE

Maxwell House, a Kraft Foods Group brand, was originally invented in 1892 by traveling salesman and coffee aficionado, Joel Cheek. Cheek created a special coffee blend for the prestigious Maxwell House hotel in Nashville, Tenn. In 1907 Theodore Roosevelt visited the Maxwell House hotel, and after finishing a cup declared it was "good to the last drop," which became the brand's tagline that is still used to this day. Maxwell House brews come from the finest beans, expertly roasted to always stay good to the last drop. For more information, visit www.maxwellhousecoffee.com *[1] and* www.facebook.com/maxwellhouse *[2].*

KRAFT FOODS GROUP

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