Oscar Mayer Expands Deli Fresh Line of Lunch Meats

MADISON, Wis. (PRNewswire) — The Oscar Mayer [1] brand has announced the boldest expansion of its Deli Fresh line [2] of lunch meats ever, by introducing new Deli Fresh BOLD flavors. Deli Fresh BOLD lunch meats contain no artificial preservatives, no artificial flavors and are gluten free as Kraft continues to listen to consumer demand for food with simplified ingredient lists and bold, spicy flavors. These lunch meats are sealed at the peak of freshness, and at least 97 percent fat free.

The new Deli Fresh BOLD lunch meats will be available in four new flavor varieties including Italian Style Herb Turkey Breast, Cajun Style Turkey Breast, Maple Honey Ham and Chipotle Seasoned Chicken Breast. In a recent survey by Kelton[1], 70 percent of those surveyed said deli counter meats are lacking interesting flavors. Deli Fresh BOLD varieties are the solution for those seeking bold-flavor lunch meats without artificial preservatives or artificial flavors.

"Shopper behavior is evolving at a rapid rate, and we plan to stay at the forefront of category innovation," said Tom Bick, Oscar Mayer senior director of integrated marketing communications and advertising. "Millennials are asking for bolder flavors, simplified ingredient lists and greater convenience – all of which we deliver with Deli Fresh BOLD lunch meats."

The lunch meats are available nationwide and can be found in the refrigerated meat section at retail stores. An 8 oz. package retails at $3.99 SRP and the family-size package (16 oz.) retails at $5.99 SRP.

Deli Fresh BOLD Campaign
The Oscar Mayer brand is supporting the launch with one of the brand's largest integrated marketing campaigns of the year, featuring the popular "Grandpa Frank" character, whose "totally transparent" quips have helped make Oscar Mayer Deli Fresh lunch meat the category leader. Fans can watch the TV ads on cable and network outlets nationwide starting March 31.

In addition to a media mix that will include television, PR, retail, print and digital, the Oscar Mayer brand is also utilizing in-store mobile geo targeting, grocery server ad technology and iBeacon mobile alerts to capitalize on innovative mobile technology and reach deli meat fans while they shop. In-store beacons are small pieces of hardware that utilize Bluetooth connections to transmit messages to a shopper's smartphone or tablet.

Visit OscarMayer.com [1] for more information on various product offerings. You can also follow Oscar Mayer on Facebook at Facebook.com/OscarMayer [3] and on Twitter at @OscarMayer [4].

ABOUT KRAFT FOODS GROUP
Kraft Foods Group, Inc. (NASDAQ: KRFT) is one of North America's largest consumer packaged food and beverage companies, with annual revenues of more than $18 billion. With the spirit of a startup and the soul of a powerhouse, Kraft has an unrivaled portfolio of products in the beverages, cheese, refrigerated meals and grocery categories. The company's iconic brands include Kraft, Capri Sun, JELL-O, Kool-Aid, Lunchables, Maxwell House, Oscar Mayer, Philadelphia, Planters and Velveeta. Kraft's 22,500 employees in the U.S. and Canada have a passion for making the foods and beverages people love. Kraft is a member of the Standard & Poor's 500 and the NASDAQ-100 indices. For more information, visit www.kraftfoodsgroup.com *[5] and* www.facebook.com/kraft *[6].*

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