

Kraft Searches for Food Hacker to Meet Growing Trends

Kraft Canada

TORONTO (CNW) — Kraft Canada knows that consumers have never been more committed to eating better, yet busy lifestyles force many to make compromises for the sake of convenience. In efforts to help time-starved millennials cook tasty, easy meals, Kraft Canada has launched a national talent search for Kraft Canada's Ultimate Food Hacker.

Food Hacking is a growing food trend and social conversation aimed at helping busy cooks create delicious meals using unexpected twists and elements of inspiration. In an effort to amplify Food Hacks in stores and online and to help consumers spend more time with their loved ones and less time in the kitchen, Kraft Canada is looking for the next Canadian Food Hacker.

"We're looking for someone who is dedicated to food hacking, has a big personality, is open to trying new things and -- most importantly -- loves to cook," Andrea Nickel, Senior Brand Manager, Kraft Canada.

The winning candidate will be Kraft Canada's official Food Hacker and will develop new Food Hacking recipes and drive food hacking content through Kraft Canada social channels. This once-in-a-lifetime opportunity comes with a one-year contract including a total of \$25,000 in compensation and a generous monthly food allowance designed to inspire creative food hacking solutions.

Starting on Tuesday, July 15, 2014 and running until Tuesday, August 5, 2014, Food Hackers are encouraged to participate via this link <http://offerpop.com/foodhacks> [1] and upload a personal video submission for a chance to become Kraft Canada's official Food Hacker. Kraft Canada will select the Food Hacker based on a number of skills and requirements including personality, originality and social media savviness. For official competition guidelines and complete program details, please visit: <http://offerpop.com/foodhacks> [2] and join the conversation on Twitter using [@FoodHacks](#) [3] and [#iamfoodhacks](#).

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

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information, visit www.kraftfoodsgroup.com [4] and www.facebook.com/kraft. [5]

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Links:

[1] http://cp.mcafee.com/d/5fHCN0p6wUSyNtNNdVxVwTsSztBYQsIFLI8CQrILCzBBdZVYSztAsCYYqekNNJ6X1EVd7bzar1EVdBtzbFaAfyh1mE6txfifG-xbundWwpS4Z8-HW4JV sSOYCe78cLZvCn4nAXLZuVtd5dXDQNP3XX_bnjlyCHtNfBgY-F6IK1FJ4S-rLOtXTLuZXT dTdw0WKK_5qGTbUXmG1fr5q6RCW4NmDNcOJZ0kj67Ca69h_BPoVx4sr69X6pEwblry q8aCvxh8Qg0l7npCy0iS6Eqq83ZrxoDZ3h1jZzoCq87qNd40jfD9np-q81ujk3h05ZII-9IsyrcwLeF7ia

[2] http://cp.mcafee.com/d/5fHCNAg41ASyNtNNdVxVwTsSztBYQsIFLI8CQrILCzBBdZVYSztAsCYYqekNNJ6X1EVd7bzar1EVdBtzbFaAfyh1mE6txfifG-xbundWwpS4Z8-HW4JVs SOYCe78cLZvCn4nAXLZuVtd5dXDQNP3XX_bnjlyCHtNfBgY-F6IK1FJcS-rLOtXTLuZXTd Tdw0WKK_5qGTbUXmG1fr5q6RCW4NmDNcOJZ0kj67Ca69h_BPoVx4sr69X6pEwblryq 8aCvxh8Qg0l7npCy0iS6Eqq83ZrxoDZ3h1jZzoCq87qNd40jfD9np-q81ujk3h05ZII-9Isyrkgxg

[3] http://cp.mcafee.com/d/2DRPoA838s86QmbKe9Lcfc6XCQrILCzBBdZx4SztBYQsIF LfCQrIzATDzhOCedETod79EVspjod79IHlpt9kxYi8aR0PI9WhZnQ9rOVLk3eMDF7RvgB LbCSnANMV1B_HYOUyYDt_HTbFEFLs-CeovvvVqWtAkRrK9YG7DR8OJMddICTPt-jLuZX TLuVKVI05cNas_zO-2ZqE1vr5q6RCW4NmDNcOJZ0kj67Ca69h_BPoVx4sr69X6pEwblr yq8aCvxh8Qg0l7npCy0iS6Eqq83ZrxoDZ3h1jZzoCq87qNd40jfD9np-q81ujk3h05ZII-9IsyrRpfz3V3fkuYh

[4] http://cp.mcafee.com/d/FZsS81Mwd1NJ5yXzyrP3P1KVJ6XbVEVpjvohdETpvd7barX PVJ6X8VdVUQsFzzqdS3hOqen6kS3hOraX6nil8v4y2JgcX2uAvlZ2mYKrR0PI9WhZnQ9r OVJBVcsegpvW_cK8L9TvWZOWqarTfFzC7TT-mKDp5dmXyvaxVZicHs3jr1JYTvAXTLuZ XTKrKr015oWXdSjka4oRrmVv3qPt2oHjUCpm-wamz3P534E_OVIsMyedz4ZzcQg5GJN d45jfMEAq80azHlPh09r3kdd41-JMlj-xEwF-Nljd43JoCy09DPAHI_d40LmG1Ew2-Sa_4SehdEbqdKEVf5Mfr

[5] http://cp.mcafee.com/d/1jWVlp3xAgdElnssjuouodTdETpvd7barX29J6XbVEVpjvuv dETp79Lf6zBcsrhKMqejhOUOCMqejpnoOWiF3UAgIG1DojQzWLEiTBPuE6txfifG-xbundl L9zxO3b_nVBN5VeX_nKnjhjuVZcsM--_ORQX8FGTsjVkfGhBrwqrvdLCXYDuZXTLuZPtP o09TrughHkHO-5oWXfzqPt2oHjUCpm-wamz3P534E_OVIsMyedz4ZzcQg5GJNd45jfMEA q80azHlPh09r3kdd41-JMlj-xEwF-Nljd43JoCy09DPAHI_d40LmG1Ew2-Sa_4SehdwFSOw31XISy