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

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

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[2] http://cp.mcafee.com/d/5fHCNAg41ASyNtNNdVxVwTsSztBYQsIFLI8CQrILCzBBdZVYSztAsCYYqekNNJ6X1EVd7bzar1EVdBtzbFaAfyh1mE6txfifG-xbundWwpS4Z8-HW4JVsSOYCe78cLZvCn4nAXLZuVtd5dXDQNP3XX_bnjIyCHtNfBgY-F6lK1FJcS-rLOtXTLuZXTdTdw0WKK_5qGTbUXmG1fr5q6RCW4NmDNcOJZ0kJ67Ca69h_BPoVx4sr69X6pEwblryq8aCvxh8Qg0l7npCy0iS6Eqq83ZrxoDZ3h1jZzoCq87qNd40jfD9np-q81uJk3h05ZIl-9Isyrkgxg
[3] http://cp.mcafee.com/d/2DRPoA838s86QmbKe9Lcfc6XCQrILCzBBdZx4SztBYQsIFLLfCQrIzATDzhOCedETod79EVspjod79IHIpt9kxYi8aR0PI9WhZnQ9rOVLk3eMDF7RvgBLbCSnANMV1B_HYOUyYDt_HTbFEFLs-CeovvvVqWtAkRrK9YG7DR8OJMddICTPt-jLuZXTLuVKVI05cNas_zO-2ZqE1vr5q6RCW4NmDNcOJZ0kJ67Ca69h_BPoVx4sr69X6pEwblryq8aCvxh8Qg0l7npCy0iS6Eqq83ZrxoDZ3h1jZzoCq87qNd40jfD9np-q81uJk3h05ZIl-9IsyrRpfz3V3fkuYh
[4] http://cp.mcafee.com/d/FZsS81Mwd1NJ5yXzyrP3P1KVJ6XbVEVpjvohdETpvd7barXPVJ6X8VdVUQsFzzqdS3hOqen6kS3hOraX6nil8v4y2JgcX2uAvlZ2mYKrR0PI9WhZnQ9rOVJBVcsegpvW_cK8L9TvWZOWqarTfFzC7TT-mKDp5dmXyvaxVZicHs3jr1JYTvAXTLuZXTKrKr015oWXdSJka4oRrmVv3qPt2oHjUCpm-wamz3P534E_OVIsMyedz4ZzcQg5GJNd45jfMEAq80azHIPh09r3kdd41-JMIj-xEwF-NIjd43JoCy09DPAHI_d40LmG1Ew2-Sa_4SehdEbqdKEVf5Mfr
[5] http://cp.mcafee.com/d/1jWVIp3xAgdEInssjuouodTdETpvd7barX29J6XbVEVpjvuvdETp79Lf6zBcsrhKMqejhOUOCMqejpnoOWiF3UAglG1DojQzWLEiTBPuE6txfifG-xbundIL9zxO3b_nVBN5VeX_nKnjhjuVZcsM--_ORQX8FGTsjVkffGhBrwqrvdLCXYDuZXTLuZPtPo09TrugHkHO-5oWXfzqPt2oHjUCpm-wamz3P534E_OVIsMyedz4ZzcQg5GJNd45jfMEAq80azHIPh09r3kdd41-JMIj-xEwF-NIjd43JoCy09DPAHI_d40LmG1Ew2-Sa_4SehdwFSOw31XISy