

Oscar Mayer Gives Consumers Another Reason to Love Bacon

Kraft Foods Group, Inc.

MADISON, Wis. (PRNewswire) — Just when you thought bacon couldn't get any better, Oscar Mayer introduces the newest innovation from the Oscar Mayer Institute for the Advancement of Bacon (OMIFAB): Bacon Jerky.

OMIFAB is dedicated to unlocking bacon's deepest mysteries for the benefit of bacon lovers everywhere, and today, they made one more bacon dream come true. Starting today, bacon-lovers can now snack on bacon throughout the day in an easy, on-the-go bacon jerky pouch. Oscar Mayer Bacon Jerky is available in two tantalizing flavors including Bourbon Barbecue and Teriyaki Ginger.

The bold snack, made of 100 percent real bacon, is not only a source of delicious bacon goodness, but it's also an excellent source of protein, at 11g per serving.

"It's obvious that people love bacon," said Sarah Jones, senior brand manager for Oscar Mayer Bacon. "But we know not everyone has time to whip out their skillet to make some throughout the day. With Bacon Jerky, Oscar Mayer is providing bacon enthusiasts with an easy and satisfying way to snack on bacon while on the move."

As the average American is transitioning from eating full meals to snacking more throughout the day[1], Oscar Mayer Bacon Jerky provides a delicious bacon experience at any time, anywhere.

Oscar Mayer Bacon Jerky is available in 3-ounce ready-to-eat packages. It can be found alongside the full line of Oscar Mayer Bacon in the refrigerated meat case in most grocery stores nationwide, but is also shelf-stable making it a great on-the-go snacking option. Visit OscarMayer.com [1] for more information on all Oscar Mayer product offerings.

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 [2] and www.facebook.com/kraft [3].

[1] The NPD Group/National Eating Trends

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