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International Chili Society spices up with Kraft Foods

SAN JUAN CAPISTRANO, Calif. – The world of competitive chili just got hotter with a partnership between the leader in chili cookoffs and festivals and the second largest food manufacturer in the world.

The International Chili Society (ICS) is joining forces with Kraft Foods to enrich and elevate competitive chili cookoffs. The partnership will allow both Kraft Foods and ICS to offer new and exciting ways for competitors and fans (called chiliheads) to participate in the cookoffs.

“We are excited to join forces with a company as renowned and respected as Kraft,” said Carol Hancock, president of ICS. “Through this partnership, we will be able to offer more prize money for the teams and continue to grow our donations to the chili charity network. We’ll also have the opportunity to engage and entertain more chili consumers and fans.”

Through the new partnership, Kraft Foods will be introducing its line of Kraft Natural Cheese to both competitive chili cooks and chili consumers. While not a traditional ingredient in competition chili, cheese is a staple in most of the chili consumed by American families.

“The International Chili Society is a passionate organization,” said Arthur Sevilla, Brand Manager at Kraft Foods. “We are looking forward to bringing natural cheese into Chili competitions delivering not only added flavor but also a smooth creamy melt to any chili dish.”

Kraft Foods and ICS will begin rolling out new recipes, contests and consumer sampling and entertainment opportunities at chili cookoffs and festivals throughout the country, starting with the World’s Championship Chili Cookoff in Manchester, N.H. Sept. 30-Oct. 1, 2011.

About ICS

Founded in 1967, the International Chili Society is an organization that sanctions chili cookoffs with judging and cooking rules & regulations. These events are worldwide and benefit charities or non-profit organizations. All winners of ICS

sanctioned cookoffs qualify to compete for cash prizes and awards. Top-level winners compete for a total prize package of \$55,000 at the World's Championship Chili Cookoff held each year in October. The ICS sanctions over 200 cookoffs annually with over one million people tasting, cooking, judging and having a great time. ICS sanctioned cookoffs include three categories: Red (traditional red chili), Chili Verde (green chili) and Salsa. The ICS annually crowns a World Champion in each category.

About Kraft Foods

Northfield, Ill.-based Kraft Foods Inc. (NYSE: KFT) is a global snacks powerhouse with an unrivaled portfolio of brands people love. Proudly marketing delicious biscuits, confectionery, beverages, cheese, grocery products and convenient meals in approximately 170 countries, Kraft Foods had 2010 revenue of \$49.2 billion, more than half of which was earned outside North America. Twelve of the company's iconic brands -- including *Cadbury*, *Jacobs*, *Kraft*, *LU*, *Maxwell House*, *Milka*, *Nabisco*, *Oreo*, *Oscar Mayer*, *Philadelphia*, *Trident* and *Tang* -- generate revenue of more than \$1 billion annually, and 40 have been loved for more than a century. A leader in innovation, marketing, health & wellness and sustainability, Kraft Foods is a member of the Dow Jones Industrial Average, Standard & Poor's 500, Dow Jones Sustainability Index and Ethibel Sustainability Index. For more information, visit www.kraftfoodscompany.com and www.facebook.com/kraftfoodscorporate.

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