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**KRAFT, FOOD BANK OF CONTRA COSTA AND SOLANO ROLL OUT
'FARMERS'-MARKET-ON-WHEELS' TO HELP POPULATIONS MOST AT-RISK FOR
HUNGER**

Food Bank of Contra Costa and Solano *Debuted New Kraft Mobile Pantry on 2/5/13*

Concord, CA – 2/6/13 – Food Bank of Contra Costa and Solano is fighting hunger one mile at a time with the roll out of a new Kraft Mobile Pantry truck. The refrigerated vehicle will hit the road to bring a “farmers’- market-on-wheels” to underserved communities, expanding the reach of the food bank and delivering fresh fruit and vegetables.

This truck is part of a nationwide fleet being rolled out by Kraft Foods Foundation (now known as Mondelēz International Foundation) and Feeding America, the nation’s leading hunger-relief organization, to reach those hardest hit with food insecurity – African-American and Latino populations. According to the USDA, one in four families within these groups is considered food insecure, versus one in six in the general population. And the rate for children at risk for food insecurity within these groups is around one in three. This is the first-of-its kind minority outreach mobile pantry program to deliver food to underserved neighborhoods. The mobile pantry will bring approximately 20 pounds per person of four to seven types of produce to three distribution sites per day serving 50-200 people, depending upon the site and location, at a time when the need has never been greater.

“Here in Contra Costa and Solano counties, 1 in 4 of our neighbors face food insecurity. We’re seeing more residents reaching out for food assistance than ever before,” said Larry Sly, Executive Director, Food Bank of Contra Costa and Solano. “The Kraft Mobile Pantry could not come at a better time to help us increase the number of clients and areas we are able to reach.”

“The mobile pantry truck will increase the reach of Food Bank of Contra Costa and Solano to help feed more families,” said Leah Bradford, Associate Director, Community Involvement, Kraft. “The trucks are a fresh food oasis, helping reach those that might not have access to emergency assistance. And with a mix of fresh fruits and vegetables, families have more options for good nutrition and balanced meals.”

In addition to the truck delivered in Concord, Calif., the program is also being rolled out in Columbus, Ga.; Corpus Christi, Texas; Elmsford, N.Y.; Greeley, Colo.; Houston, Texas;

Milwaukee, Wis.; Newark, Del.; San Antonio, Texas; and Valdosta, Ga. Now in its fourth year, the Kraft Mobile Pantry fleet of 25 vehicles has so far delivered 33 million pounds of food to our neighbors in need. This is part of the Kraft Foods Foundation's 4-year, \$6 million partnership with Feeding America.

Fighting hunger is not new for Kraft. The company has partnered with Feeding America for decades to do just that. The mobile pantry program is one of many programs making a difference in communities where the company's employees live and work.

You can help with this exciting program; we need volunteers to help with bagging the produce. Evening and Saturday shifts are available. Contact Lauren to schedule at 707-421-9777 or lstrouse@foodbankccs.org.

About the Food Bank of Contra Costa and Solano

The Food Bank of Contra Costa and Solano has been serving the community for over 35 years. We feed approximately 149,000 people in need every month directly at community sites and through a network of 180 charitable agencies. In 2012 we distributed over 16 million pounds of food – that's enough for 13 million meals! The Food Bank works to reduce food waste, feed hungry people, and raise public awareness of issues related to food and hunger. The work could not get done without the help of the thousands of volunteers that donate their time to coordinate food drives, sort and pack the food, and help distribute it to their hungry neighbors. To learn more about the Food Bank and the work we do or to find out how you can help, please visit us on the web at www.foodbankccs.org or give us a call at 855-309-FOOD.

ABOUT KRAFT FOODS GROUP

Kraft Foods Group, Inc. (NASDAQ: KRFT) is North America's fourth largest consumer packaged food and beverage company, with revenues of approximately \$19 billion in 2011. Launched as a public and independent company on Oct. 1, 2012, the new Kraft has the spirit of a startup and the soul of a powerhouse. The company has an unrivaled portfolio of products in the beverages, cheese, refrigerated meals and grocery categories. Its iconic brands include Kraft, Maxwell House, Oscar Mayer, Planters and JELL-O. Kraft's 25,000 employees in the U.S. and Canada have a passion for making the foods and beverages people love. Kraft Foods Group is a member of the Standard & Poor's 500 index. For more information, visit www.kraft.com and www.facebook.com/kraft.

The company and the Kraft Foods Foundation (now known as Mondelēz International Foundation) have donated more than \$1 billion in cash and food to hunger-relief organizations over the past 25 years.

About Feeding America

Feeding America provides low-income individuals and families with the fuel to survive and even thrive. As the nation's leading domestic hunger-relief charity, our network members supply food to more than 37 million Americans each year, including 14 million children and 3 million seniors. Serving the entire United States, more than 200 member food banks support 63,000 agencies that address hunger in all of its forms. For more information on how you can fight hunger in your community and across the country, visit www.feedingamerica.org. Find us on Facebook at facebook.com/FeedingAmerica or follow our news on Twitter at twitter.com/FeedingAmerica.