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**APPROXIMATELY ONE-THIRD OF U.S WEDDINGS FORM STEPFAMILIES AS THE AMERICAN FAMILY PORTRAIT
CONTINUES TO EVOLVE**

Honey Maid Shines a Spotlight on Blended Families in Latest from 'This is Wholesome' Campaign

East Hanover, N.J. – Sept. 8, 2014 – The way the American family looks and operates has changed over time, a transformation that parallels that of the *Honey Maid* brand. More diverse and uniquely constructed than half a generation ago, more than 40 percent of American adults today are part of a blended family,¹ but the wholesome connections they share remain the same.

“Blended family life (where one or both parents have children from a previous relationship and have combined to form a new family) is more common today than ever before,” said Dr. Michele Borba, Ed. D., an internationally recognized parenting expert and award-winning author. In fact, approximately one-third of all weddings in the USA today form stepfamilies.² “While the traditional family structure has shifted, what remains the same are the core values of love, acceptance and a commitment to nurture those wholesome connections which ultimately allows a family to thrive.”

As a classic American brand, *Honey Maid* has a history of celebrating families, and today the brand continues that tradition with the extension of its popular “This is Wholesome” campaign. The latest installment highlights a real, blended family as well as the brand’s continued commitment to making wholesome products for every family.

“Of the 73 million American children under the age of 18, one in 10 is currently living within a stepfamily environment,”³ said Gary Osifchin, Sr. Marketing Director, Biscuits, Mondelēz International. “We’ve seen an overwhelming response to the “This is Wholesome” campaign and we feel that it is critical to continue sharing stories and advertising that truly reflects our consumers.”

#NotBroken

Since 2012, *Honey Maid* has seen strong brand growth spurred by product innovation, marketing and consumer engagement. Launched in March, the successful “This is Wholesome” campaign continued that trend in a big way. For example, for the week it launched, the ‘Wholesome’ ads trended as some of the most talked about commercials in the advertising space. #NotBroken, the latest iteration of the larger campaign, is yet another opportunity for the brand to engage with consumers and highlight different types of wholesome families.

Leading up to National Stepfamily Day on Sept. 16, *Honey Maid* fans and followers are encouraged to share love for the families in their lives with the hashtags #NotBroken and #ThisIsWholesome. Visit *Honey Maid* on Facebook, Twitter and Instagram to learn more and participate - fan’s stories, photos and comments will help shape the brand’s celebration throughout the month. Advertising will debut this week online and extend to a variety of social channels.

-more-

1 PewResearch, 2011 - <http://www.pewsocialtrends.org/2011/01/13/a-portrait-of-stepfamilies/>

2 Manning, Wendy, personal communication Jan 2010, National Center for Family and Marriage Research, Bowling Green State University, based on the 2008 American Communities Survey. Visit <http://ncfmr.bgsu.edu/index.html>

3 U.S. Census, 2009 - <http://www.census.gov/prod/2011pubs/p70-126.pdf>



Deliciously Wholesome

Over the years, the *Honey Maid* line has evolved to include more than 25 different snack varieties, including different product formats and packaging types. From classic grahams to *Teddy Grahams* and *Grahamfuls*, *Honey Maid* products are made with whole grain and contain no high fructose corn syrup. *Honey Maid* continues to evolve and expand its varieties to provide delicious, wholesome products so they can be a part of everyday moments of family connection.

- **Honey Maid** – The classic graham crackers makes s'mores fun for the whole family or simply serve as inspiration to create a delicious snack.
- **Grahamfuls** – Graham cracker sandwiches with a variety of fun fillings, these delicious snacks are great for on-the-go families. They are made with 10g whole grain per 25g serving and help fuel family fun.
- **Teddy Grahams** – Made with 8g whole grain per 30g serving, *Teddy Grahams* are a snack parents can feel good about giving their kids. The fun shaped crackers that unlock imaginations are available in six delicious flavors, including honey and chocolately chip.

Visit *Honey Maid* on [Facebook.com/Honey Maid](https://www.facebook.com/HoneyMaid) and at [YouTube.com/HoneyMaid](https://www.youtube.com/HoneyMaid) to check out the #NotBroken ad and learn more about the wholesome product offerings from Honey Maid.

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About Mondelez International

Mondelez International, Inc. (NASDAQ: MDLZ) is a global snacking powerhouse, with 2013 revenue of \$35 billion. Creating delicious moments of joy in 165 countries, Mondelez International is a world leader in chocolate, biscuits, gum, candy, coffee and powdered beverages, with billion-dollar brands such as Cadbury, Cadbury Dairy Milk and Milka chocolate, Jacobs coffee, Oreo, LU and Nabisco biscuits, Tang powdered beverages and Trident gum. Mondelez International is a proud member of the Standard and Poor's 500, NASDAQ 100 and Dow Jones Sustainability Index. Visit www.mondelezinternational.com and www.facebook.com/mondelezinternational.