

News Release

Honey Maid Celebrates Today's American Family

Integrated Marketing Campaign Aligns the Evolution of the Honey Maid Wholesome Product Line with the Enduring Connections of Today's Families

East Hanover, NJ (March 10, 2014) – For nearly 90 years, *Honey Maid* has been a wholesome part of snack time, and today the brand launches its latest integrated marketing campaign that celebrates a continued commitment to making nutritious products for every wholesome family. With the new “This is Wholesome” campaign, *Honey Maid* recognizes that while the makeup and the day-to-day lives of families have evolved, the wholesome family connections remain the same.

It is no secret that the traditional American family has changed; today, in the U.S., there are nearly 20 million single parent households¹, 11.6 million Hispanic family households² and one in 12 married couples in the U.S. are interracial³. The new *Honey Maid* integrated marketing campaign highlights the ways in which the family dynamic has transformed over time, paralleling it with *Honey Maid*. Just like the *Honey Maid* products have evolved, *Honey Maid* believes that no matter how things change, what makes us wholesome endures.

“We recognize change is happening every day, from the way in which a family looks today to how a family interacts to the way it is portrayed in media,” said Gary Osifchin, Sr. Marketing Director, Biscuits, Mondelēz International. “We at *Honey Maid* continue to evolve and expand our varieties to provide delicious, wholesome products so they can be a part of everyday moments of connection in a world with changing, evolving family dynamics.”

As a classic American brand, *Honey Maid* has held a special place in families' hearts for nearly a century, and this principal has been applied to this new integrated marketing effort. The campaign is focused on sharing the stories of real, diverse American families, bringing to life the reality that while families may look different today than they did yesterday, they all, like *Honey Maid*, remain wholesome at the core.

Among the real-life stories featured in the campaign include Joey, a punk-rock musician and his wife Terry, who bond while cooking with their daughter, Moxie; when mom is done tutoring and dad gets home from touring the world with his band, all three enjoy one of their favorite family treats, graham crackers with a thin layer of icing. Another family is that of Jason and Tim, who are raising their two sons in a same-sex household and love playing board games and enjoying a night relaxing together on their family heirloom swing. A third, RJ, is a single father who is featured with his son Travie, who make every Friday “Sweet Friday” with a movie and ‘Cracker Stackers’.

Each family in the campaign embodies an evolving family dynamic and demonstrates those special family connections that align well with the *Honey Maid* brand attributes.

The integrated marketing program has been developed with an agency roster including Droga5 New York (advertising and digital), Mediavest (media buying) and Weber Shandwick (public relations). Advertising will debut this week on television and extend to a variety of social media and multicultural channels. As part of the campaign's digital activation, *Honey Maid* fans and followers are encouraged to share photos of their own wholesome family connections using #thisiswholesome. Visit *Honey Maid* on Facebook to learn more and to participate.

Over the years, the *Honey Maid* line has evolved to include more than 25 different snack varieties, through product formats and packaging types. From graham crackers to *Teddy Grahams* and *Grahamfuls*, *Honey Maid* products are made with 100 percent whole grains and contain no high fructose corn syrup.

- ***Honey Maid*** – The classic graham crackers make s'mores fun for the whole family or simply serve as inspiration to create a delicious snack.
- ***Grahamfuls*** – With two delicious fillings made with ingredients like peanut butter and chocolate or cinnamon crème in between two graham crackers, these delicious snacks are great for on-the-go. They are made with 10g whole grain per 25g serving and include real honey to fuel older kids for what's next.
- ***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/Honeymaid](https://www.facebook.com/Honeymaid) and at [YouTube.com/HoneyMaid](https://www.youtube.com/HoneyMaid) to check out the new campaign and learn more about the wholesome product offerings from Honey Maid.

¹<https://www.census.gov/prod/2013pubs/p20-570.pdf>

²<http://www.census.gov/hhes/families/data/cps2012.html>

³<http://www.pewsocialtrends.org/2012/02/16/the-rise-of-intermarriage/>

###

Contacts:

Julia Marget
847-943-5678
news@mdlz.com

Caroline Lainio
312-988-2410
clainio@webershandwick.com

About Mondelēz International

Mondelēz International, Inc. (NASDAQ: MDLZ) is a global snacking powerhouse, with 2013 revenue of \$35 billion. Creating delicious moments of joy in 165 countries, Mondelēz 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.

Mondelēz 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.