

News Release

Two American Favorites Collide To Become the Ultimate Snack: RITZ Bacon Crackers

New RITZ Innovation Delivers Bacon Flavor to Enjoy Anytime, Anywhere

EAST HANOVER, N.J. (March 24, 2014) – What began as a breakfast staple has turned into the world’s most talked about piece of pork. From the 6.4 million Facebook fans, trumping even cats, to the 65 percent of Americans who want to make bacon our national food¹, it’s clear that bacon is a savory treat with staying power.

Today, RITZ Crackers is joining forces with the savory flavor of bacon to create America’s ultimate new snack—RITZ Bacon flavored Crackers. On shelves now, RITZ Bacon flavored Crackers combine the classic taste of RITZ, black pepper seasoning² and the savory flavor of bacon³ everyone loves. Without the unnecessary grill, grease and prep time, the new snack allows you to satisfy your hunger for the taste of bacon – anywhere, anytime.

“RITZ recognized America’s love for the taste of bacon and wanted to help take bacon flavor to places it’s never been before,” said Katrina Cohen, Senior Brand Manager of RITZ, Mondelēz International. “RITZ Crackers are an American favorite, and pairing them with one of the America’s most popular, savory flavors is an exciting new step for snacks.”

Better #WithBacon

RITZ agrees that life is better – and tastier – #withbacon. Whether it is on the bus, at the beach or in the boardroom, fans are encouraged to join the conversation and share where they are taking the new RITZ Bacon flavored Crackers #withbacon.

RITZ Bacon flavored Crackers also taste great with your favorite toppings! Inspired by the new cracker, RITZ has developed some mouth-watering recipes to help savor the bacon flavor: •

- **Spicy Chicken Ranch Melt** – RITZ Bacon paired with pepper jack cheese, chicken and ranch dressing packs a delicious punch.
 - **Chili-Sauced Beef 'N Cheddar Snacks** – Top RITZ Bacon with slices of cheddar cheese and roast beef, and finish with a dollop of chili sauce for an incredibly savory snack.
 - **RITZ Fried Pickles** – Bread juicy pickle chips with RITZ Bacon for a new spin on the southern classic. Find these delicious RITZ recipes and more at snackworks.com. Check out RITZ on [Facebook.com/ritzcrackers](https://www.facebook.com/ritzcrackers) and share where you are making things better #withbacon.
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¹ <http://www.marketwatch.com/story/bacon-sales-sizzle-to-all-time-high-2014-02-11>

² *Naturally flavored*

³ *Artificially flavored*

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About Mondelez International

Mondelez International, Inc. (NASDAQ: MDLZ) is a global snacking powerhouse, with 2012 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, LU, Nabisco and Oreo 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.