



Contacts: Kimberly Fontes
news@mdlz.com
847/943-5678

Andrea Clift
aclift@webershandwick.com
312/988-2302

HONEY MAID SALUTES NEW WHOLESOME AMERICAN FAMILY THIS FOURTH OF JULY

*"THIS IS WHOLESOME" CAMPAIGN CONTINUES CELEBRATION FEATURING AN IMMIGRANT FAMILY DURING
ICONIC AMERICAN HOLIDAY*

East Hanover, N.J. – June 29, 2015 – As the fabric of the United States grows increasingly diverse with 76 million Americans part of immigrant families², so do the celebrations and traditions that come with the Fourth of July. *Honey Maid* has launched its next iteration of the "This is Wholesome" campaign, honoring America's melting-pot roots to shine a spotlight on the ever-changing makeup of American families.

[The new spot features](#) the Gomez family, born of Dominican heritage, celebrating Independence Day as American citizens. Father, Arisandy, an environmental engineer, and mother, Cindy, a realtor, have instilled a sense of American pride not only within their three children, but also with Cindy's mother, Alesandrina, who lives with them. Though the family has endured their share of adversity, they deeply value spending time together relishing in American traditions – celebratory sparklers, family cookouts and even grilling s'mores. The Fourth of July holds a special meaning for the Gomez family, and it is another reminder of the love they share and the strength that holds them together.

"My family is everything to me, when one of us is happy, we are all happy," Alesandrina said. "My mother always told me, whatever you want to do, do it the best you can. That's the same thing I encourage my kids to do," Arisandy Gomez added.

With more than 20 percent of Americans part of immigrant families², the past decade has seen a 31 percent increase in the foreign-born population. Between 2012 and 2016, 3.3 million Latino citizens will turn 18 years old. Of this group, 57 percent are descendants of existing American immigrant parents, proving to be a driving force behind the growing Latino community¹.

"*Honey Maid* has a history of celebrating all families and the wholesome moments that make them who they are," said Gary Osifchin, Portfolio Lead, Biscuits, Mondelēz International. "The Gomezes embody the resonant strength behind America's blended and diverse culture. It is an honor to highlight their family's experiences and traditions this Fourth of July."

As part of the campaign's digital activation and #4thofJuly, *Honey Maid* fans and followers are encouraged to share their love for all families with #MeltingPot and #ThisIsWholesome. Visit *Honey Maid* on Facebook to learn more and to participate.

Honey Maid is an iconic American brand that has been part of families' lives for 90 years. The "This is Wholesome" campaign was launched in 2014 to recognize that, over time, *Honey Maid* and the families who enjoy its products have evolved. However, just as *Honey Maid's* products are still made with wholesome ingredients, the wholesome connections that make a family have remained the same. The "This is Wholesome" campaign has celebrated stories from same-sex, mixed, blended and now multicultural families and will continue to engage with consumers to highlight real, wholesome family moments.

¹ 2014The Center for America Progress: <https://www.americanprogress.org/issues/immigration/report/2014/10/23/59040/the-facts-on-immigration-today-3/>

² 2013 Pew Study <http://www.pewsocialtrends.org/2013/02/07/second-generation-americans/#fn-15968-1>

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 whole grains and contain no high fructose corn syrup.

- ***Honey Maid*** – The classic graham crackers make s'mores fun for the whole family and serve as inspiration to create a delicious wholesome everyday snack.
- ***Grahamfuls*** – With delicious fillings made with ingredients like peanut butter and chocolate 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 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 and the all-new, Birthday Cake.

For more information on the "This is Wholesome" campaign, or to learn more about the wholesome product offerings from *Honey Maid*, visit *Honey Maid* on [Facebook.com/Honey Maid](https://www.facebook.com/HoneyMaid) and on [YouTube.com/HoneyMaid](https://www.youtube.com/HoneyMaid).

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About Mondelez International

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