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### **Protein and Whole Grains are a GO with Honey Maid's All New Go Bites**

*Latest #ThisIsWholesome snack serves up great tasting fuel for active kids (and adults!)*

**East Hanover, N.J. – (Jan. 14, 2014)** – Kids today are constantly on the go, bouncing from school to glee club to soccer practice – which means parents need wholesome snacks with important nutrients – snacks that can provide nutritious fuel as kids prepare for their next adventure. Finding a snack with both the delicious taste kids want and other positives like protein and whole grain<sup>1</sup> is as easy as picking up a box of Honey Maid Go Bites. Today, Honey Maid, part of the global snacking powerhouse Mondelez International, Inc., unveiled a mess-free snack both kids and parents can enjoy.

Honey Maid Go Bites Filled Snacks are crispy graham pockets filled with delicious ingredients kids can love together with 7g of whole grains and 5g of protein per 30g serving. In line with the full portfolio of Honey Maid's wholesome offerings, Go Bites Filled Snacks are made with whole grains and real honey, without high fructose corn syrup or artificial colors.

"Parents are looking for snacks that are easy and nutritious, while kids want snacks that taste great," said Tracey Benitz, Senior Brand Manager, Wholesome Kids, North America. "Our goal is to consistently provide families with delicious, wholesome and enjoyable snacks that both parents and kids can agree on, and Go Bites do just that – combining nutrients like protein with a delicious filling."

Go Bites delivers the dual benefits of protein to help support growth. Children rarely get the recommended amount of whole grains in their diets<sup>2</sup>. Go Bites also delivers whole grains to provide wholesome energy to help fuel active play.

Honey Maid Go Bites are now available in mass retailers nationwide for the suggested retail price of \$4.19 per box in both chocolate and vanilla filling flavors. For more information, check out [HoneyMaid.com](http://HoneyMaid.com), [Facebook.com/HoneyMaid](https://Facebook.com/HoneyMaid) or engage with [@HoneyMaidSnacks](https://Twitter.com/@HoneyMaidSnacks) and #ThisIsWholesome on Twitter.

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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](http://www.mondelezinternational.com) and [www.facebook.com/mondelezinternational](https://www.facebook.com/mondelezinternational).

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<sup>1,2</sup> Recent data revealed that less than 1 percent of children get the recommended amount of whole grains in their diets. *Krebs-Smith SM, Guenther PM, Subar AF, Kirkpatrick DI, Dodd KW. Americans do not meet federal dietary recommendations. J Nutr. 2010;140:1832-1838.*