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Triscuit Celebrates American Food Artisans with New Campaign

Launches Limited Edition Triscuit Cracker with Martha Stewart and Sweet and Savory Pairings from Five Emerging Craft Brands

DEERFIELD, Ill. – May 6, 2015 – Triscuit, the beloved cracker brand, is partnering with America’s iconic maker, Martha Stewart to create a limited edition Triscuit flavor, and five emerging food artisans to create exclusive products to be paired perfectly with a Triscuit in the brand’s latest campaign, ‘Makers of More.’

Triscuit was started in 1901 by an enterprising small business owner who created a woven cracker made of wholesome ingredients. In celebration of brands with a similar philosophy for starting with simple, delicious ingredients, Triscuit has partnered with five artisanal food producers to create exclusive products designed specifically to be paired with Triscuit crackers. Exclusive products will be sold nationally beginning in May 2015 on each selected artisan’s website, along with a box of Triscuit:

- McClure’s Olive Tapenade
- The Jam Stand’s Cherry Ginger Jam
- Wondermade Marshmallow’s Blackberry Mallow
- Olympia Provisions Summer Sausage
- Savannah Bee Company’s Winter White Honey with Passion Fruit

“Triscuit has been around for 100 years, but what most people don’t know is that it started simply– with the dream of an entrepreneur and with wholesome ingredients,” said Kristin Newitter, Senior Brand Manager for Triscuit. “Because of our roots we wanted to support emerging food makers of today by sharing some of their latest product creations that pair deliciously with Triscuit.”

In the spirit of celebrating makers, Triscuit is working with the ultimate maker, Martha Stewart to develop the brand's first-ever custom created Triscuit flavor. After months of collaboration, Martha Stewart has worked with the Triscuit team to create the perfect combination of salty and sweet with the New Toasted Coconut & Sea Salt Triscuit.

"A cracker for me has to accomplish several things. It must taste fabulous by itself, have a crunchy texture, and be an excellent base for toppings. My Toasted Coconut & Sea Salt Triscuit does all of these and more, since it pairs well with savory toppings like avocado, red pepper flakes, and lemon juice, as well as sweet ones with melted milk chocolate and toasted marshmallow," explains Martha Stewart.

The product will be sold in national retail outlets for a limited time beginning on May 13, 2015.

About Mondelēz International

Mondelēz International, Inc. (NASDAQ: MDLZ) is a global snacking powerhouse, with 2014 revenue of \$34 billion. Creating delicious moments of joy in 165 countries, Mondelēz International is a world leader in biscuits, chocolate, gum, candy, coffee and powdered beverages, with billion-dollar brands such as *Oreo*, *LU* and *Nabisco* biscuits; *Cadbury*, *Cadbury Dairy Milk* and *Milka* chocolate; *Trident* gum; *Jacobs* coffee and *Tang* powdered beverages. Mondelēz International is a proud member of the Standard and Poor's 500, NASDAQ 100 and Dow Jones Sustainability Index. Visit www.mondelezinternational.com or follow us on Twitter at twitter.com/MDLZ.

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