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Triscuit Donating \$250,000 to Food Maker Projects on Indiegogo

Celebrates Simple Ideas that are Made for More in Partnership with Giada De Laurentiis

East Hanover, NJ – March 23, 2016 – For over 100 years, Triscuit has been the beloved cracker trusted for starting with three simple ingredients. The brand believes that inspired creativity starts with something simple, and today, Triscuit will be flash funding over 50 food makers' campaigns on Indiegogo to empower small businesses that feel the same. Giada De Laurentiis – a champion of real food that starts simply – partnered with Triscuit to announce the news.

“Like Triscuit, I have great admiration for today’s community of food makers, because I know the kind of work that goes into taking a simple idea and building something impactful,” said Giada. “I’m thrilled to be working with the brand to elevate and encourage new small businesses at various points on their journey from concept to success.”

In 2015, Triscuit partnered with five artisanal food businesses with a shared focus on simple ingredients and delicious, real food to create products that paired perfectly with Triscuit. In 2016, the brand is going a step further, opening the door to more makers with more varied talents to deliver more inspiration.

“Indiegogo has a robust community of entrepreneurs, makers, and innovators and they, in turn, have authentic stories and passionate communities,” said Slava Rubin, Co-Founder and Chief Business Officer of Indiegogo. “Triscuit’s maker-focused mission is very much aligned with that of our campaigners, so we’re incredibly excited to work together on a sponsorship program of this nature.”

Businesses being funded on Indiegogo range from small farms to microbrewers to food trucks, with representation across the United States and Canada. Triscuit supported projects big and small to give makers the opportunity to turn their simple idea into so much more.

“Triscuit was started in 1902 by an enterprising small business owner who created a woven cracker starting with three simple ingredients- wheat, oil, and salt,” said Julia Nathan, Brand Manager for Triscuit. “That same dedication to maximizing something simple lives on, and we want to encourage it wherever we find it.”

For more on the campaign and businesses being funded on Indiegogo, visit

[https://www.indiegogo.com/campaign\\_collections/triscuit-maker-fund](https://www.indiegogo.com/campaign_collections/triscuit-maker-fund).

### **About Mondelēz International**

Mondelēz International, Inc. (NASDAQ: MDLZ) is a global snacking powerhouse, with 2015 net revenues of approximately \$30 billion. Creating delicious moments of joy in 165 countries, Mondelēz International is a world leader in biscuits, chocolate, gum, candy and powdered beverages, with billion-dollar brands such as Oreo, LU and Nabisco biscuits; Cadbury, Cadbury Dairy Milk and Milka chocolate; 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](http://www.mondelezinternational.com) or follow us on Twitter at [www.twitter.com/MDLZ](https://www.twitter.com/MDLZ).

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