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RITZ for the Touchdown!

The Iconic Cracker Brand Celebrates the Richness in Rivalry This Football Season

East Hanover, NJ – September 26, 2016 – For generations, RITZ has celebrated the art of coming together – those moments of connection between friends and family that make life rich. And just in time for football season, RITZ is embracing a gridiron tradition – friendly team rivalries. Because no matter what squad you’re rooting for, the one thing that unites football fans everywhere is the love of game-day food. Just as a good rivalry enhances a game, RITZ enhances the party!

RITZ has joined forces with Pinterest to surface popular saved ingredients in each state around the country and in turn, is creating tailgating recipes that combine the flavor cues of two rival teams from different regions – think queso fresco from Arizona with butternut squash from Massachusetts or avocado from California with toasted coconut from Washington. And just like these rival ingredients can coexist as a delicious concoction atop a RITZ, fans from coast to coast can unite over tasty game-day treats and an overall appreciation for the game.

“RITZ has always been a social cracker, celebrating moments that make life rich,” says Lauren Sella, Director of RITZ Equity for North America. “We’ve been a part of American households since 1934, and at football gatherings for as long. This football season, RITZ is setting out to add extra richness to tailgates across the country, bringing friendly foes together over fun food.”

Popular ingredients by state:

- Alabama: Chicken, Spicy Foods
- Alaska: Salmon, Coconut
- Arizona: Jalapeno, Queso Fresco
- Arkansas: Pecan, Strawberry
- California: Avocado, Red Apple
- Colorado: Cheddar, Pork
- Connecticut: Squash, Fish
- Delaware: Honey, Peppers
- Florida: Crab, Roasted Pumpkin
- Georgia: Cheesy Grits, Okra

- Hawaii: Chicken, Matcha
- Idaho: Raspberry, Caramel
- Illinois: Onion, Chocolate
- Indiana: Italian Sausage, Chocolate Chips
- Iowa: Queso Fresco, Chicken
- Kansas: Turkey, Peanut
- Kentucky: Pudding, Cheese
- Louisiana: Shrimp, Crawfish
- Maine: Squash, Pork
- Maryland: Crab, Wings
- Massachusetts: Apples, Butternut Squash
- Michigan: Brownie, Poultry
- Minnesota: Wild Rice, Granola
- Mississippi: Potato, Okra
- Missouri: Bean Dip, Oats
- Montana: Banana, Cucumber
- Nebraska: Cinnamon, Popcorn
- Nevada: Olives, Chili
- New Hampshire: Beans, Raisins
- New Jersey: Orange, Potato
- New Mexico: Ginger, Mushroom
- New York: Mozzarella, Sweet Red Peppers
- North Carolina: Bacon, Vanilla
- North Dakota: Sausage, Marshmallow
- Ohio: Ranch Dressing, Pumpkin
- Oklahoma: Nuts, Chili
- Oregon: Eggplant, Dates
- Pennsylvania: Salami, Cinnamon
- Rhode Island: Onion, Honey
- South Carolina: Chocolate, Grits
- South Dakota: Marshmallow, Garlic
- Tennessee: Chili, Melted Cheese
- Texas: Colby Cheese, Jalapeno
- Utah: Berries, Garlic
- Vermont: Pumpkin, Lentils
- Virginia: Salsa, Parsley
- Washington: Toasted Coconut, Corn
- West Virginia: Bacon, Caramel
- Wisconsin: Cherry, Brat
- Wyoming: Beef, Cucumber

Recipes will be posted on Pinterest, Facebook and Instagram ahead of the most anticipated tailgates of the year. Visit <https://www.pinterest.com/ritzcrackers/>, <https://www.facebook.com/ritzcrackers> and <https://www.instagram.com/ritzcrackers/>.

About Mondelez International

Mondelez 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, Mondelez 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. Mondelez 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 www.twitter.com/MDLZ.

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