



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

Stephanie Walker
203-349-0136
Stephanie.Walker@edelman.com

A NEW TASTE FROM RITZ

The Richness of *RITZ* in a Thin and Crispy, Oven-baked—Not Fried—Chip
East Hanover, N.J., -- March 6, 2017 -- Starting today, there's a new chip in town from the No. 1 cracker brand¹ in America – *RITZ*. As a deliciously thin and crispy chip that's oven-baked to perfection, *RITZ Crisp & Thins* gives fans a new taste to bring extra richness to any social gathering with friends and family. In a bowl or straight from the bag, these chips need no accompaniment.

RITZ Crisp & Thins is now available in four delicious varieties: Sea Salt, Cream Cheese & Onion, Bacon and Salt & Vinegar. The offering, which first saw success in the United Kingdom, responds to consumer demand of better-for-you chip options with spectacular flavor. *RITZ Crisp & Thins* combines potatoes and wheat, rolled thin and oven baked for extra airiness and crunch, with 50 percent less fat than the leading regular fried potato chips. This crispy snack and delicious new taste is for all those who appreciate the little things that make life rich.

"From March Madness parties to summer barbecues and everything in between, *RITZ* has been a mainstay on the party table since 1934," said Lauren Sella, Director of *RITZ* Equity for North America. "We're excited to build on *RITZ*'s iconic heritage with something distinctly new, and we're confident that, with just one bite of *RITZ Crisp & Thins*, our fans will share in our enthusiasm. This is a chip that's thin and crispy, perfect for munching, and the rich flavors bring it to the next level. It's unlike anything *RITZ* has ever offered before."

¹ Nielsen 2016 household penetration

RITZ Crisp & Thins is now available at select retailers for a suggested retail price of \$3.69. Single-serve packs are also available at convenience stores for a suggested price of \$1.49. The line joins a portfolio that includes *RITZ Crackers*, *RITZ Bits* and *RITZ Toasted Chips*.

For more on the brand and new products, see www.RITZCrackers.com or visit <https://www.facebook.com/RITZCrackers> and <https://www.instagram.com/RITZCrackers>

About Mondelēz International

Mondelēz International, Inc. (NASDAQ: MDLZ) is building the best snacking company in the world, with 2016 net revenues of approximately \$26 billion. Creating more moments of joy in approximately 165 countries, Mondelēz International is a world leader in biscuits, chocolate, gum, candy and powdered beverages, featuring global Power Brands such as *Oreo* and *be/Vita* biscuits; *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 or follow the company on Twitter at www.twitter.com/MDLZ.

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