

## News Release News Release

### Fresh Take on Breakfast Biscuit Reaches Critical Mass

*belVita delivers its billionth biscuit in the United States, as Americans quickly embrace European breakfast biscuit tradition*

**EAST HANOVER, NJ (August 21, 2013)** – Americans for centuries have enjoyed biscuits of the flaky, fluffy, buttermilk variety, but in the past 18 months, have embraced a whole new kind of breakfast biscuit. Since launching in the U.S. in February 2012, *belVita* has shipped more than one billion crunchy biscuits inspired by European breakfast traditions, or enough for 250 million nutritious breakfasts enjoyed with *belVita*.

“After only 18 months in the market, many Americans have already made *belVita* part of their morning routines,” said Mondelēz International Senior Marketing Director Gary Osifchin. “We’re pleased to have introduced this new breakfast option to American consumers, and this summer, we’re excited to offer even more options with the launch of *belVita* Soft Baked Breakfast Biscuits, available in Mixed Berry and Oats & Chocolate flavors.”

#### ***belVita* boosts Mondelēz International Biscuit Category**

The recent Mondelēz International Q2 earnings report shows that *belVita* is also helping the biscuit category for the company. U.S. biscuits grew 5 percent or more for the eighth consecutive quarter.

###

#### **Contacts:**

Kim Fontes,  
Mondelēz International  
847-943-5678  
[news@mdlz.com](mailto:news@mdlz.com)

Abby Conger,  
Edelman  
212-704-4472  
[abby.conger@edelman.com](mailto:abby.conger@edelman.com)

#### **About *belVita***

The *belVita* brand introduced its first breakfast biscuits in France more than a decade ago and now sells in more than 20 countries around the world. The crunchy biscuits provide steady energy from a combination of carefully selected ingredients and a special baking process that helps preserve the integrity of the grain so that the carbohydrates are slowly released in the body. They provide 18-20 grams of whole grains and are a good source of fiber.<sup>1</sup>

For those who prefer a soft biscuit, the new belVita Soft Baked Breakfast Biscuits are an excellent source of fiber, are made with 11 grams of whole grains. Both varieties of crunchy and soft biscuits contain no high fructose corn syrup, partially hydrogenated oils or artificial flavors or sweeteners.

---

<sup>1</sup>*belVita Biscuits contain 7-8g total fat per 50g serving*

### **About Mondelez International**

Mondelez International, Inc. (NASDAQ: MDLZ) is a global snacking powerhouse, with 2012 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, LU, Nabisco and Oreo 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](http://www.facebook.com/mondelezinternational).