

Kraft

2014 INNOVATIONS HOT LIST

15% reduction
in sodium



No Artificial
Preservatives

SIMPLER INGREDIENT LINES

Less is more when it comes to the desire for simpler, more recognizable ingredient lines in consumers' favorite foods. Kraft is introducing a number of options that deliver simpler ingredients without giving up taste or convenience.



Offers twice as
much protein
as regular
cream cheese
spread



SERIOUS PROTEIN

Protein continues to play a key role in the diets of consumers across the country as approximately 75% of adults recognize the importance of adding more protein to their diets. (NPD Group "Functional Foods & Beverages Custom Survey," June 2012)

13 grams of
protein - as
much as
two eggs!



Let's Kids
Mix It Up



PORTABILITY & CUSTOMIZATION

Kraft is appealing to consumers who want versatile products that make it easier to eat their way. These convenient meal and beverage options let consumers customize their experience.



Introducing Acai
Berry Storm and
Tropical Fusion