



FOR IMMEDIATE RELEASE

Contact: Kim Turner
Food Bank of Delaware
(302) 444-8074
kkostes@fbd.org

KRAFT, FOOD BANK OF DELAWARE AND FOOD LION ROLL OUT 'FARMERS'-MARKET-ON-WHEELS' TO HELP POPULATIONS MOST AT-RISK FOR HUNGER

Food Bank of Delaware Debuts New Kraft Mobile Pantry

DOVER, DEL (March 13, 2013) – The Food Bank of Delaware unveiled a new Kraft Mobile Pantry vehicle and provided 35 households with nutrition education and emergency food assistance this morning outside Westside Family Healthcare in Dover.

The Food Bank of Delaware is fighting hunger one mile at a time with the roll out of a new Kraft Mobile Pantry truck. The refrigerated vehicle will hit the road to bring a “farmers’- market-on-wheels” to underserved communities, expanding the reach of the food bank and delivering fresh fruit, vegetables and other nutritious staples. The pantry will be stocked by Food Lion.

This truck is part of a nationwide fleet being rolled out by Kraft Foods Foundation (now known as Mondelēz International Foundation) and Feeding America, the nation’s leading hunger-relief organization, to reach those hardest hit with food insecurity. The mobile pantry will bring more than 650,000 pounds of good nutrition – that’s nearly 780,000 meals– to the area’s hungry residents each year, at a time when the need has never been greater.

“Through our network of partners, we are currently serving one in four Delawareans – of the households served 44 percent are children under the age of 18,” said Food Bank of Delaware President and CEO Patricia Beebe. “The Kraft Mobile Pantry could not come at a better time to help us increase the number of clients and areas we are able to reach.”

“The mobile pantry truck will increase the reach of the Food Bank of Delaware to help feed more families,” said Kraft’s Dover Plant Manager Justin Cressler. “The trucks are a fresh food oasis, helping reach those that might not have access to emergency assistance. And with a mix of fresh fruits and vegetables, families have more options for good nutrition and balanced meals.”

As a long-time supporter of the food bank Food Lion has stepped up to help fill the truck with donated food.

As a long-time supporter of the food bank, Food Lion has stepped up to help fill the truck with donated food. "We strongly support today's mobile pantry launch and the food bank's efforts to supply nutritious foods to underserved communities in our region," said Bob Mills, execution-implementation specialist for Food Lion stores throughout the Dover, Del., region. "We thank our friends at the Food Bank of Delaware for all they do, and we look forward to continuing to partner with this outstanding organization."

-MORE-

“As a community healthcare provider, Westside Family Healthcare understands that access to primary healthcare is just one part of the equation; it also takes access to critical resources to ensure families are living healthy, productive lives. The Food Bank of Delaware provides the resource of nutritious food that too many families in our state so desperately need,” said Lolita Lopez, Westside Family Healthcare President & CEO, “Working together we can help Delawareans take important steps to living healthy and preventing the onset of disease.”

In addition to the truck delivered in Delaware, the program is also being rolled out in Columbus, Ga.; Concord, Calif.; Corpus Christi, Texas; Elmsford, N.Y.; Greeley, Colo.; Houston, Texas; Milwaukee, Wis.; San Antonio, Texas; and Valdosta, Ga. Now in its fourth year, the Kraft Mobile Pantry fleet of 25 vehicles has so far delivered 33 million pounds of food to Americans in need. This is part of the Kraft Foods Foundation’s four-year, \$6 million partnership with Feeding America.

Fighting hunger is not new for Kraft. The company has partnered with Feeding America for decades to do just that. The mobile pantry program is one of many programs making a difference in communities where the company’s employees live and work.

###

About the Food Bank of Delaware

The Food Bank of Delaware distributes millions of pounds of food and grocery products each year to 508 hunger-relief partners throughout the state and also provides thousands of meals a month for children through the After-School Feeding Program, the Summer Food Service Program and the Backpack Program. The Food Bank’s hunger-relief programs directly provide for 241,600 Delawareans at risk of going without meals each year. For more information about the Food Bank of Delaware, visit www.fbd.org or call (302) 292-1305.

About Kraft Foods Group

Kraft Foods Group, Inc. (NASDAQ: KRFT) is North America’s fourth largest consumer packaged food and beverage company, with revenues of approximately \$18 billion in 2012. Launched as a public and independent company on Oct. 1, 2012, the new Kraft has the spirit of a startup and the soul of a powerhouse. The company has an unrivaled portfolio of products in the beverages, cheese, refrigerated meals and grocery categories. Its iconic brands include *Kraft*, *Maxwell House*, *Oscar Mayer*, *Planters* and *JELL-O*. Kraft’s 25,000 employees in the U.S. and Canada have a passion for making the foods and beverages people love. Kraft Foods Group is a member of the Standard & Poor’s 500 index. For more information, visit www.kraft.com and www.facebook.com/kraft.

The company and its foundation have donated more than \$1 billion in cash and food to hunger-relief organizations over the past 25 years.