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[Main page](#)

[Contents](#)

[Featured content](#)

[Current events](#)

[Random article](#)

[Donate to Wikipedia](#)

[Wikipedia store](#)

Interaction

[Help](#)

[About Wikipedia](#)

[Community portal](#)

[Recent changes](#)

[Contact page](#)

Tools

[What links here](#)

[Related changes](#)

[Upload file](#)

[Special pages](#)

[Permanent link](#)

[Page information](#)

[Wikidata item](#)

[Cite this page](#)

Print/export


[Create a book](#)

[Download as PDF](#)

[Printable version](#)

In other projects

[Wikimedia Commons](#)

Languages 

[العربية](#)

[Български](#)

[Bosanski](#)

[Dansk](#)

[Deutsch](#)

[Ελληνικά](#)

[Español](#)

[فارسی](#)

 Not logged in [Talk](#) [Contributions](#) [Create account](#) [Log in](#)

Article

[Talk](#)

Read

[Edit](#)

[View history](#)



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Kraft Foods

From Wikipedia, the free encyclopedia

"Kraft" redirects here. For other uses, see [Kraft \(disambiguation\)](#).

This article is about the company spun off following the 2012 split of the original Kraft Foods. For the original company that became [Mondelez International](#), see [Kraft Foods Inc.](#) For the current brand-holder, see [Kraft Heinz](#).

Kraft Foods Group, Inc. is an American manufacturing and processing [conglomerate](#) ^[4] headquartered in the [Chicago](#) suburb of [Northfield, Illinois](#).^[5]

The company was restructured in 2012 as a [spin off](#) from [Kraft Foods Inc.](#), which in turn was renamed [Mondelēz International](#). The new Kraft Foods Group was focused mainly on grocery products for the North American market while Mondelēz is focused on international confectionery and snack brands. Until the merger with [Heinz](#), Kraft Foods Group was an independent [public company](#) listed on the [NASDAQ](#) stock exchange.

On July 2, 2015, Kraft completed its merger with Heinz, arranged by Heinz owners [Berkshire Hathaway](#) and [3G Capital](#),^{[6][7]} creating the fifth-largest food and beverage company in the world, [Kraft Heinz Company](#).^{[8][9]}

Contents [hide]

- [History](#)
 - [Spinoff of Kraft Foods Group from Mondelēz International, Inc](#)
 - [Kraft and Heinz merger](#)
- [Sponsorships and promotions](#)
- [Brands](#)
- [Corporate social responsibility](#)
- [Controversy](#)

Kraft Foods Group, Inc.



Type	Subsidiary ^[1]
Industry	Food processing
Predecessor	Kraft Foods Inc.
Founded	October 1, 2012; 4 years ago
Headquarters	Northfield, Illinois, U.S.
Area served	Worldwide
Key people	John Cahill (Chairman and CEO)
Products	List of products
Revenue	▼ US\$ 18.218 billion (2013) ^[2]
Operating income	▲ US\$ 4.591 billion (2013) ^[2]
Net income	▲ US\$ 2.715 billion (2013) ^[2]
Total assets	▼ US\$ 23.148 billion (2013) ^[2]
Total equity	▲ US\$ 5.187 billion (2013) ^[2]
Owner	Kraft Heinz
Number of employees	23,000 (2012) ^[3]

Français
한국어
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Bahasa Indonesia
Italiano
עברית
Nederlands
Norsk
Polski
Português
Русский
Simple English
Suomi
Türkçe

Edit links

- 6 See also
- 7 References
- 8 External links

Website www.kraftheinzcompany.com

History [edit]

Spinoff of Kraft Foods Group from Mondelez International, Inc [edit]

In August 2011, Kraft Foods Inc. announced plans to split into two publicly traded companies—a snack food company and a grocery company.^[10]

On April 2, 2012, Kraft Foods Inc. announced that it had filed a Form 10 Registration Statement to the **SEC** to split the company into two companies to serve the "North American grocery business."^[11]

On October 1, 2012, Kraft Foods Inc. spun off its North American grocery business to a new company called Kraft Foods Group, Inc. The remainder of Kraft Foods Inc. was renamed Mondelez International, Inc. and was refocused as an international snack and confection company.^[12]

On November 19, 2013, it was ruled that Starbucks will have to pay Kraft Foods Inc. \$2.7 billion because of an early contract termination. The money will go to Mondelez International, Inc.^[13]

Kraft and Heinz merger [edit]

On March 25, 2015, Kraft Foods Group Inc. announced that it would merge with the H.J. Heinz Company, owned by **3G Capital** and **Berkshire Hathaway** Inc., to form the world's fifth-largest food and beverage company.^[14] Kraft's shares rose about 17 percent in premarket trading after the announcement of the deal, which will bring Heinz back to the public market following its takeover two years ago.^[15] The companies completed the merger on July 2, 2015.^[16]

Sponsorships and promotions [edit]

Kraft is an official partner and sponsor of both **Major League Soccer** and the **National Hockey League**. ***Kraft Hockeyville*** originally began in 2006 as a Canadian reality television series developed by **CBC/SRC** Sports and sponsored by Kraft Foods in which communities across Canada compete to demonstrate their commitment to the sport of ice hockey. The contest revolves around a central theme of community spirit. The winning community gets a cash prize dedicated to upgrading their local home arena, as well as the opportunity to host an NHL preseason game. In 2007, it was then relegated to segments aired during ***Hockey Night in Canada***. In 2015, ***Kraft Hockeyville*** was expanded into the United States, with a separate competition for communities in America.

From 2002 to 2014, Kraft sponsored the **Kraft Nabisco Championship**, one of the four "majors" on the **LPGA** tour. The company also sponsored the **Kraft Fight Hunger Bowl**, a post-season college football bowl game, from 2010 to 2012.

In 2011, Kraft has released an **iPad app** called "Big Fork Little Fork" which, in addition to games and other distractions, has information regarding how to use Kraft foods in nutritious ways.^{[17][18]}



Former Kraft Foods corporate logo

Brands [edit]

Main article: [List of Kraft brands](#)

The company's core businesses are in [beverage](#) , [cheese](#) , [dairy foods](#), [snack foods](#) , and [convenience foods](#) . A selection of Kraft's major brands is as follows:^[19]

- [A.1.](#)
- [Grey Poupon](#)
- [Gevalia](#)
- [Planters](#)
- [Capri Sun](#) U.S. Licensee
- [Jell-O](#)
- Kraft, including [Kraft Dinner](#), [Kraft Singles](#) , [Kraft Mayo](#)
- [Maxwell House](#)
- [Oscar Mayer](#)
- [Polly-O](#)
- [Velveeta](#)
- RIDG's [Finer Foods](#), licensing name used by Kraft addressing [Bull's-Eye Barbecue Sauce](#)
- [Kool-Aid](#)
- [Boca Burger](#)
- [Philadelphia Cream Cheese](#)
- [Claussen pickles](#)
- [Cracker Barrel Cheese](#)



Corporate social responsibility [edit]

For years, Kraft purchased paper for its packaging from [Asia Pulp & Paper](#), the third-largest paper producer in the world, which was labeled as a "forest criminal" for destroying "precious habitat" in Indonesia's rainforest.^[20] In 2011, when Kraft canceled its contract with [Asia Pulp & Paper](#) , [Greenpeace](#) Executive Director [Phil Radford](#) commended Kraft for efforts made towards forest protection, for "taking rainforest conservation seriously."^[21]

Controversy [edit]

In 2013, food blogger and activist [Vani Hari](#) and [100 Days of Real Food](#) blogger [Lisa Leake](#) launched an online petition drive to compel [Kraft Foods Group, Inc.](#) to remove controversial synthetic dyes [Yellow 5](#) (labeled as [Tartrazine](#)) and [Yellow 6](#) from its macaroni and cheese products.^[22]

In April 2013, Hari and Leake delivered a petition with some 270,000 signatures to Kraft headquarters in [Chicago, Ill.](#) , and asked the company to change its macaroni and cheese recipes.^{[23][24]}

In October 2013, Kraft announced that it would remove artificial dyes from three macaroni and cheese varieties made in kid-friendly shapes, but not its plain elbow-shaped [Kraft Macaroni and Cheese](#) product with "original flavor."^[25]

See also [edit]

- [List of Kraft brands](#)
- [List of dairy product companies in the United States](#)
- [General Foods](#)
- [Ovson Egg](#)

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External links [edit]

- Official website ↗



Wikimedia Commons has media related to ***Kraft Foods***.

V · T · E	Kraft Heinz [hide]
	Kraft Foods · Heinz
Ownership	3G Capital · Berkshire Hathaway
Kraft Foods Brands	Kraft (Kraft BBQ Sauce · Kraft Caramels · Kraft Macaroni and Cheese · Kraft Easymac · Kraft Mayo · Kraft Bagelfuls · Kraft Singles · Kraft Sandwich Spread) · Miracle Whip · A1 Steak Sauce · Air Crisps · Ali Coffee · Back to Nature · Bagel-Fuls · Better Cheddars · Boca Burger · Bonox · Breakstone's · Bulls-Eye Barbecue Sauce · Café HAG · Calumet · Cameo · Capri Sun · Cheesybite · Claussen · Clight · Cool Whip · CornNuts · Country Time · Cracker Barrel Cheese · Crystal Light · Dairylea · Easy Cheese · General Foods · Grey Poupon · Handi-Snacks · Harvest Crisps · Jacob's · Jell-O · Jet-Puffed Marshmallows · Knox · Knudsen · Kool-Aid · Kraker Bran · Lunchables · Maxwell House · MiO · Nabob · Orchard Crisps · Oscar Mayer · Grated · Pigrolac · Planters · Polly-O · P'tit Québec · Pure Kraft Salad Dressings · Ritz Metro · Royal baking powder · Seven Seas · Sanka · Shake 'n Bake · Simmenthal · Snackabouts · South Beach Living · Stove Top · Swiss Crackers · Sugar Wafers · Taco Bell · Tassimo · Velveeta
H. J. Heinz Brands	Heinz (Beans · Ketchup · Salad cream · Sandwich Spread · Tomato frito) · Farley's · Golden Circle · Greenseas · HP Foods (Daddies · HP Sauce) · Lea & Perrins · Ore-Ida (Bagel Bites · Tater Tots) · T.G.I. Friday's · Wattie's · Weight Watchers from Heinz · Wyler's (Mrs. Grass)
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Categories: Kraft Foods | Dairy products companies of the United States

| Food and drink companies of the United States | Food manufacturers of the United States

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| Multinational companies headquartered in the United States

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| American companies established in 2012 | Food and drink companies established in 2012

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