



MAC & CHEESE TOOLKIT



TABLE OF CONTENTS

1 The Power of KRAFT Brand

2 Our Cheesy Portfolio

3 Preparation & Handling Guide

4 Menu Inspiration

5 Marketing Solutions

6 FAQs





POWER OF KRAFT BRAND



Kraft Heinz Proprietary & Confidential – Not for Distribution

M&C IS ON THE MENU AND HERE TO STAY



WHY WHITE CHEDDAR?

+10%

More “cheesy” menu items expected in the next 4 years¹

+125%

Increase in White Cheddar Mac & Cheese sales in the past 4 years³

+19%

More operators purchasing White Cheddar Mac & Cheese in the last 3 years²



WHY MAC & CHEESE?

CRAVEABLE

+171

Index that Kraft Mac & Cheese satisfies a craving more than competitor Mac & Cheese offerings⁴

CUSTOMIZABLE

75%

Of Gen Z prefers to customize their restaurant food orders⁵

VERSATILE

(Customization & Inventory Management)

3+

Average number of menu options that include M&C that restaurants are offering⁶



DELUXIFY YOUR MAC & CHEESE OFFERING WITH...



DELUXE

92%

Brand Awareness¹

#1

Mac and cheese brand with over 85 years' experience

+50%

Menu penetration growth for White Cheddar Mac & Cheese in the last 4 years³



KRAFT® Deluxe White Cheddar scores **significantly better** in overall **liking, flavor, quality, and appearance** **liking** vs the leading branded competitor⁴



Kraft Heinz Proprietary & Confidential – Not for Distribution

¹IRI, 2024; ²IRI, 2024; ³Datassential Menu Trends, 2024; ⁴*Source: Consumer Liking Test including 377 participants ages 18 – 65, across 4 geographics – Atlanta (GA), Deerfield (IL), Redwood City (CA), and Cranford (NJ) – in double blinded taste tests, comparing Kraft DELUXE White Cheddar to Stouffer's White Cheddar. (Fielded May 2025)

WITH 6 CHEESY MAC & CHEESE OFFERINGS, THERE IS A FORMAT AND FLAVOR FOR EVERY CUSTOMER!



Kraft Heinz Proprietary & Confidential – Not for Distribution

ITEM	GTIN	DESCRIPTION	UNITS/CASE	FORMAT	PREP METHOD
KRAFT DELUXE White Cheddar Mac & Cheese	0021000083732	Grown-up mac & cheese with al dente Cavatappi pasta and thick, creamy, cheesy White Cheddar cheese sauce in bulk format	4	4Lb Bulk Bag	Boil in Bag or Bake
KRAFT DELUXE Original Cheddar Mac & Cheese	021000085774	Your traditional mac & cheese with a homemade feel, featuring hearty elbow noodles and a creamy, cheesy sauce in bulk format	4	4Lb Bulk Bag	Boil in Bag or Bake
KRAFT Mac & Cheese COMING 2027	21000084661	The iconic appearance & flavor of classic KRAFT Mac & Cheese with smooth, smiling elbow noodles and creamy, buttery sauce in bulk format	4	4Lb Bulk Bag	Boil in Bag or Bake
KRAFT Individual Serve Mac & Cheese	21000704436	The iconic appearance & flavor of classic KRAFT Mac & Cheese with smooth, smiling elbow noodles and creamy, buttery sauce in single-serve format	36	7oz Pouch	Microwave / Boil in bag
KRAFT Single Serve White Cheddar Deluxe Mac & Cheese	21000083725	Grown-up mac & cheese with al dente Cavatappi pasta and thick, creamy, cheesy White Cheddar cheese sauce in single-serve format	36	7oz Pouch	Microwave / Boil in bag
QUALITY CHEF Mac & Cheese Deluxe Bag	10032414213049	Quality Chef's processed "yellow" Mac & Cheese offers value without sacrificing taste in a bulk format	4	7Lb Bag	Boil In Bag



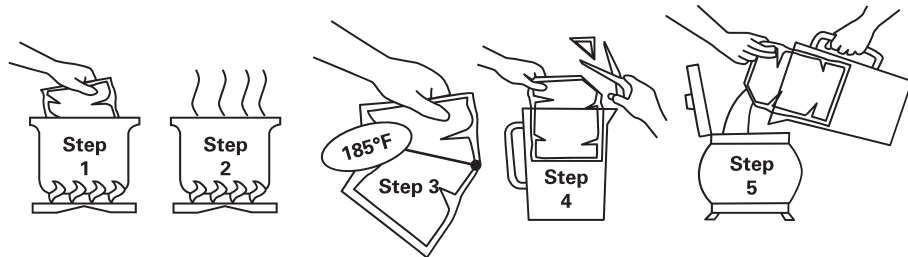
PREP & HANDLING

BULK PREP INSTRUCTIONS



4 LB **BOIL IN BAG** PREPARATION INSTRUCTIONS

1. Carefully place unopened bag of product in boiling water.
2. Cook until contents reach **85 degrees °C (185°F)**
3. Check temperature by removing bag from water; fold the unopened bag around a stemmed thermometer
4. Transfer cooked product to serving or holding container!
For easier handling, insert pouch into larger pitcher.
Cut open corner of pouch opposite pitcher handle.
5. Carefully pour into serving container; hold and serve at greater than **65 °C (150 °F)**
6. Pour ~7.7 ounces of mac & cheese into each serving cup.



4 LB **BAKING** PREPARATION INSTRUCTIONS

1. Remove from freezer and thaw completely in cooler overnight
2. Preheat convection oven to **350 °F**
3. Empty contents of 1 bag into 2-1/2" deep ½ size hotel pan
4. Cover pan with foil or lid and place in preheated oven
5. Bake for **35** minutes
6. Remove foil or lid and stir product. Return to oven uncovered
7. Bake for an additional **35 minutes** or until center of pan reaches **185 °F**
8. Hold and serve at **150 °F**
9. Pour ~7.7 ounces of mac & cheese into each serving cup.



SINGLE SERVE PREP INSTRUCTIONS



7OZ SINGLE SERVE **MICROWAVE** DIRECTIONS

1. **CUT** 1-inch slit in top of pouch to vent.
2. Place pouch upright in a microwave safe bowl.
3. **HEAT** on high power until product is heated through.
4. **REMOVE** pouch halfway through heating time. Gently manipulate to break up frozen areas.
5. Return to microwave, slit side up, and continue until heated through.
6. **700 watts** 3:30 minutes, **1100 watts** 2:30 minutes
7. **HOLD** pouch by one corner. Cut across top. Plate. Stir thoroughly.
8. Serve immediately in individual cups.

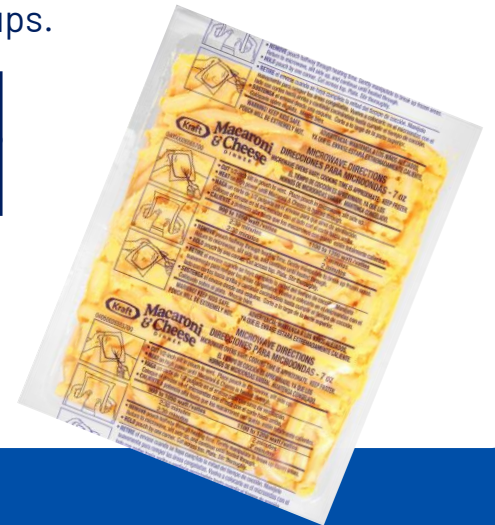


WARNING

Bag will be hot after microwaving in bowl. Handle with proper gloves when emptying contents into serving containers.

7OZ SINGLE SERVE **BOIL IN BAG** DIRECTIONS

1. **PLACE** package in boiling water for 8-10 minutes.
2. Rotate several times during cooking.
3. **HEAT** to internal temp of **180 Degrees F**.
4. **REMOVE** package carefully from water using tongs Temp may be taken by folding package over onto the stem of an insta-read thermometer.
5. **CUT** open bag. Plate. Stir thoroughly.
6. Serve immediately in individual cups.





MENU INSPIRATION

MAKE YOUR MAC WORK HARDER BY CROSS-UTILIZING IT ACROSS YOUR MENU FROM SAUCING IT UP OR TOPPING OFF A SLICE



MEAT LOVER'S MAC & CHEESE PIZZA

Pizza dough topped with deluxe white cheddar mac and cheese, shredded mozzarella and bacon bits

KRAFT® Deluxe White Cheddar Mac & Cheese
OSCAR MAYER® Bacon Bits



TEX-MEX MAC & CHEESE

Deluxe White Cheddar Mac & Cheese topped with jalapeno slices, salsa, and shredded VELVEETA® cheese

KRAFT® Deluxe White Cheddar Mac & Cheese
VELVEETA® Cheese Shreds
TASTE PLEASERS GOURMET® Tray Pack Jalapeno Slices
TASTE PLEASERS GOURMET® Tray Pack Salsa



KOREAN BBQ MAC & CHEESE

Deluxe White Cheddar mac and cheese, topped with crispy chicken pieces and green onions, drizzled with Korean BBQ sauce

KRAFT® Deluxe White Cheddar Mac & Cheese
HEINZ® Korean BBQ Sauce



Kraft Heinz Proprietary & Confidential – Not for Distribution



MARKETING SOLUTIONS



Kraft Heinz Proprietary & Confidential – Not for Distribution

DRIVE BRANDED AWANREESS ON EACH SERVING WITH BRANDED STICKERS

AVAILABLE FROM JUNE 15-SEP 4, 2026



With **92%** brand awareness, apply KRAFT stickers to your packaging to drive **appetite** and **familiarity** of a fan-favorite.

STEPS TO ORDER

1. Send an email to alex.colan@kraftheinz.com to request sticker amount. Email should include 1) addresses for shipment, 2) total sticker amount per location, and 3) name of recipient(s). Attach the invoice of last KHC order including Mac & Cheese (must include **5+ cases** of Mac & Cheese product to be eligible for order)
3. Kraft Heinz will fulfill sticker order, free of cost to you, and send shipment confirmation via email.
4. Apply branded sticker onto the side of the container holding KRAFT® mac & cheese to drive branded awareness and signal premium quality to your consumer!
5. Once sticker is applied, email a photo of your item to alex.colan@kraftheinz.com to be featured on the Kraft Heinz Away From Home Instagram!

NOTE:

A back-of-house usage license is required when using our Trademark. License will be shared through for operator signature upon sticker order placement.



DISCLAIMER: Only available for KRAFT Mac & Cheese products; QUALITY CHEF products excluded

Kraft Heinz Proprietary & Confidential – Not for Distribution

TO DRIVE CONSUMER INTEREST AND TRUST, LEVERAGE OUR TURNKEY MARKETING SOLUTIONS ON-PACK AND ON SOCIALS.



LET'S GET SOCIAL

Drive awareness of KRAFT® Mac & Cheese BY posting these turnkey creative assets to your feed on Instagram or Facebook. Simply save the image(s) to your device and post to your brand's social media page!



NOTE:

- Please ensure you properly use brand in any captions as follows – KRAFT® Mac & Cheese
- Please not change the KRAFT® logo in any regard; Doing so is in violation of our trademark.
- With any questions or requests to update the below assets, please email alexa.colan@kraftheinz.com for approvals.





FAQs

FAQS



? HOW LONG CAN KRAFT® MAC & CHEESE SIT UNDER THE HEAT LAMP IN MY HOT BAR?

Bulk KRAFT™ Mac & Cheese can hold under heat lamps for up to **4 hours**.

? ARE PROMOTIONS AVAILABLE FOR ANY OF THESE ITEMS?

We recommend you work with your Kraft Heinz sales representative to understand what rebate or bundling opportunities may be available for the item of interest.

? WHAT IF MY DISTRIBUTOR DOES NOT CARRY THE ITEM I AM INTERESTED IN PURCHASING?

Send a note to your distributor sales rep and CC your Kraft Heinz Sales representative expressing interest in the item. Then, the Kraft Heinz team will work your distributor partner on item set up.

If you have additional questions, please reach out to your Kraft Heinz sales representative.

