

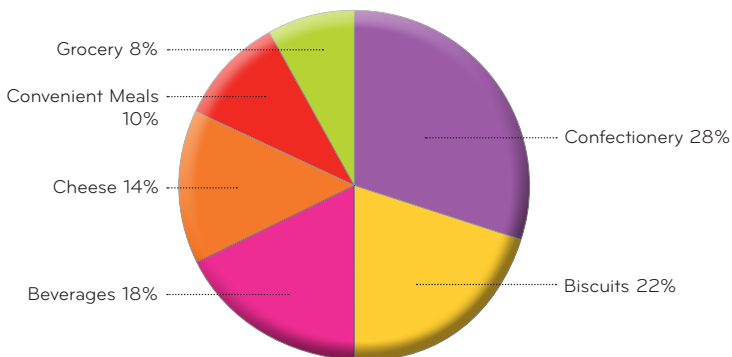


2010 Fact Sheet

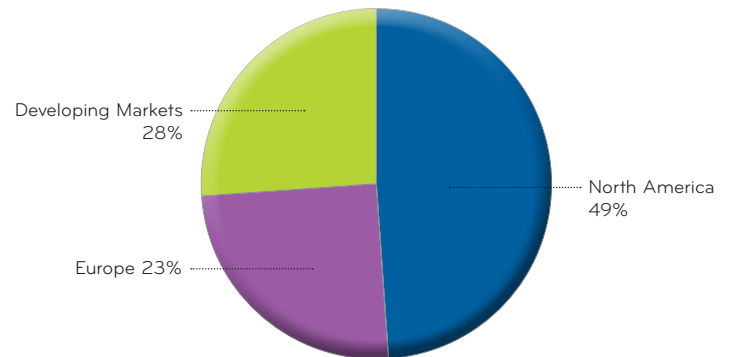
	Net Revenues in Billions		Percentage of Net Revenues
Confectionery	\$ 13.7		28%
Biscuits	\$ 10.8		22%
Beverages	\$ 8.8		18%
Cheese	\$ 7.0		14%
Convenient Meals	\$ 5.0		10%
Grocery	\$ 4.0		8%
Total	\$ 49.2*		

*Does not foot due to rounding.

Snacks now make up half of our portfolio.



More than half of our business is outside North America.





Kraft Foods is a global snacks powerhouse with an unrivaled portfolio of brands people love.

- We are the world's second largest food company with annual revenues of \$49.2 billion
- Millions of times a day, in approximately 170 countries, consumers reach for their favorite Kraft Foods brands.
- Eleven of the company's iconic brands—including *Cadbury*, *Jacobs*, *Kraft*, *LU*, *Maxwell House*, *Milka*, *Nabisco*, *Oreo*, *Oscar Mayer*, *Philadelphia* and *Trident*—generate revenue of more than \$1 billion annually, and 40 have been loved for more than a century.
- More than 80 percent of our revenues come from products that hold the No. 1 share position in their respective categories. And more than 50 percent of our revenue is driven by categories where our market share is twice the size of the nearest competitor.
- We make a delicious difference by fighting hunger and encouraging healthy lifestyles. Over the past 25 years, we've donated nearly a billion dollars in cash and food.
- A leader in innovation, marketing, health & wellness and sustainability, Kraft Foods is a member of the Dow Jones Industrial Average, Standard & Poor's 500, Dow Jones Sustainability Index and Ethibel Sustainability Index.



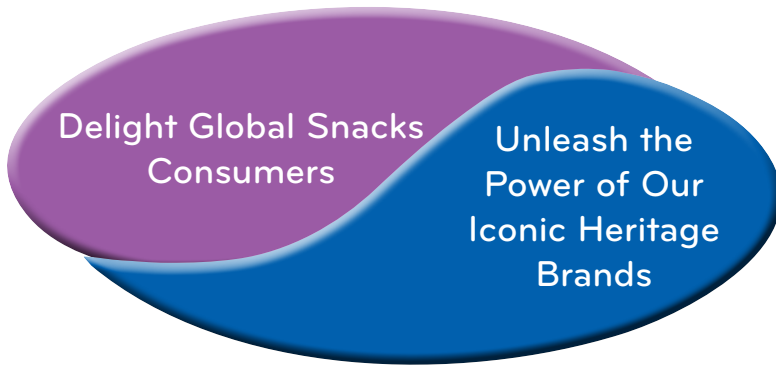
Top Institutional Holders*

(Shares in Millions)

Name	Shares*	% of KFT**
Berkshire Hathaway Inc.	105.2	6.0%
Capital Research Global Investors	97.7	5.6%
State Street Global Advisors (U.S.)	83.9	4.8%
Vanguard Group, Inc.	62.5	3.6%
Capital World Investors	60.3	3.4%
BlackRock Institutional Trust Company, N.A.	55.0	3.1%
Wellington Management Company, LLP	43.2	2.5%
Franklin Mutual Advisers, LLC	35.5	2.0%
Invesco Advisers, Inc.	26.2	1.5%
Jennison Associates, LLC	22.8	1.3%

*As of December 31, 2010 per 13F filings

**Based on shares outstanding as of January 31, 2011



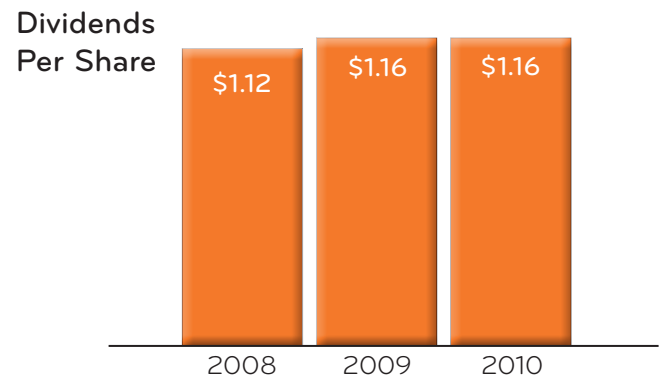
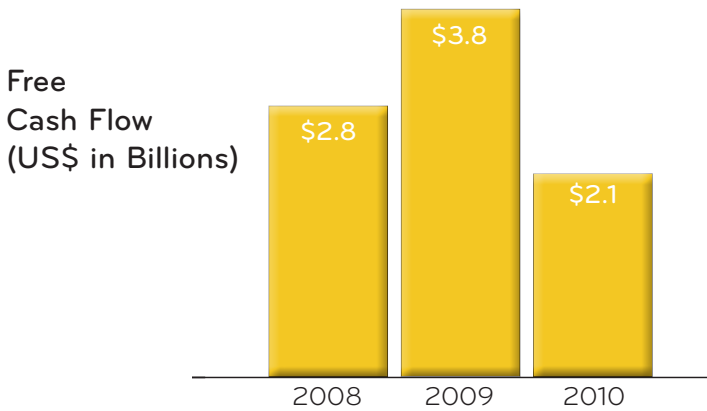
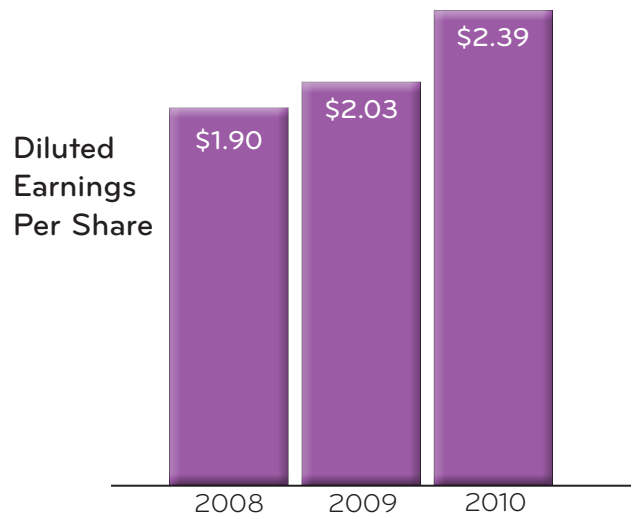
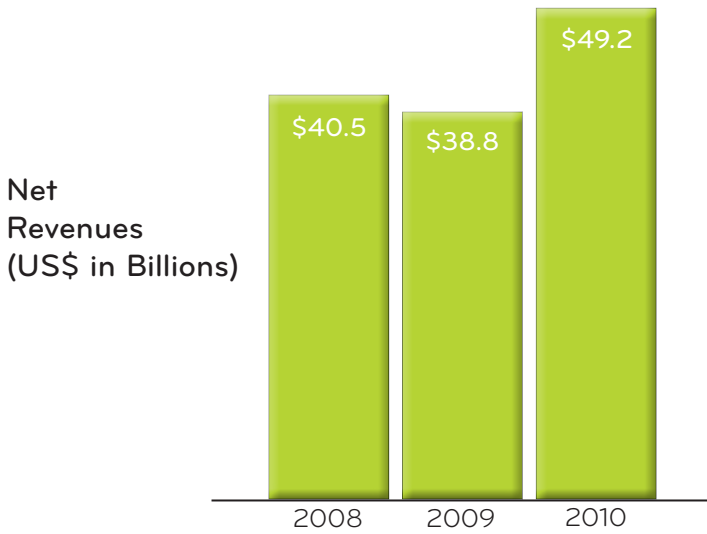
Delight Global Snacks Consumers

Unleash the Power of Our Iconic Heritage Brands

Create a Performance-Driven, Values-Led Organization

We understand that actions speak louder than words, so at Kraft Foods, we:

- Inspire trust
- Act like owners
- Keep it simple
- Are open and inclusive
- Tell it like it is
- Lead from the head and the heart
- Discuss, decide, deliver



The Company defines Free Cash Flow as Net Cash provided by Operating Activities less Capital Expenditures. Net Cash provided by Operating Activities was \$4.1, \$5.1 and \$3.7 billion for 2008 through 2010, respectively. Capital Expenditures were \$1.4, \$1.3 and \$1.7 billion for 2008 through 2010, respectively.*

*Totals may not sum due to rounding.

Selected Financial Data - Three Year Review (in millions of dollars, except per share and employee data)

Summary of Operations:	2010	2009	2008
Net revenues	\$49,207	\$38,754	\$40,492
Cost of sales	31,305	24,819	27,164
Operating income	5,666	5,183	3,576
Operating margin	11.5%	13.4%	8.8%
Interest and other expense, net	2,024	1,237	1,240
Earnings from continuing operations before income taxes	3,642	3,946	2,336
Provision for income taxes	1,147	1,136	658
Earnings and gain from discontinued operations, net of income taxes	1,644	218	1,215
Net earnings	4,139	3,028	2,893
Noncontrolling interest	25	7	9
Net earnings attributable to Kraft Foods	4,114	3,021	2,884
Basic EPS attributable to Kraft Foods:			
Continuing operations	1.44	1.90	1.11
Discontinued operations	0.96	0.14	0.81
Net earnings attributable to Kraft Foods	2.40	2.04	1.92
Diluted EPS attributable to Kraft Foods:			
Continuing operations	1.44	1.89	1.10
Discontinued operations	0.95	0.14	0.80
Net earnings attributable to Kraft Foods	2.39	2.03	1.90
Dividends declared per share	1.16	1.16	1.12
Dividends declared as a % of Basic EPS	48.3%	56.9%	58.3%
Dividends declared as a % of Diluted EPS	48.5%	57.1%	58.9%
Weighted-average shares - Basic	1,715	1,478	1,505
Weighted-average shares - Diluted	1,720	1,486	1,515
Net cash provided by operating activities	3,748	5,084	4,141
Capital expenditures	1,661	1,330	1,367
Free cash flow*	2,087	3,754	2,774
Depreciation	1,229	905	963
Property, plant and equipment, net	13,792	10,693	9,917
Inventories, net	5,310	3,775	3,881
Total assets	95,289	66,714	63,173
Long-term debt	26,859	18,024	18,589
Total debt	28,724	18,990	20,251
Total long-term liabilities	43,687	29,251	29,773
Total Kraft Foods Shareholders' Equity	35,834	25,876	22,295
Total equity	35,942	25,972	22,356
Book value per common share outstanding	20.50	17.51	15.18
Market price per Common Stock share - high / low	32.67-27.09	29.84-20.81	34.97-24.75
Closing price of Common Stock at year end	31.51	27.18	26.85
Price / earnings ratio at year end - Basic	13	13	14
Price / earnings ratio at year end - Diluted	13	13	14
Shares outstanding at year end	1,748	1,478	1,469
Number of employees	127,000	97,000	98,000

* Please see Non-GAAP Financial Measures section in Item 7 of our 2010 Annual Report on Form 10-K.

Key Contacts

Corporate Offices
Kraft Foods Inc.
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Northfield, IL 60093

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ir@kraftfoods.com
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www.kraftfoodscompany.com/investor

Media
news@kraftfoods.com
1-847-646-4538

Consumers
consumers@kraftfoods.com
1-800-323-0768

Transfer Agent
Investment Plan for Kraft Foods
c/o Wells Fargo Shareowner Services
P.O. Box 64874
St. Paul, MN 55164-0874
stocktransfer@wellsfargo.com
1-866-655-7238



facebook.com/kraftfoodscorporate



www.kraftfoodscompany.com

Historical Timeline



1895
CW Post starts his ready-to-eat cereal company in Battle Creek, Michigan, with the introduction of Postum cereal.



1895
The Suchard company established in Switzerland introduces its first milk chocolate brand, **Milka**.



1908
TOBLERONE
Theodore Tobler, Swiss chocolate maker, introduces the Toblerone chocolate bar.



1916
J.L. Kraft receives the first of many patents for his method of producing process cheese.



1927
Edwin Perkins modifies a soft drink syrup called Fruit Smack. He concentrates it into a powder, packages it in envelopes and changes the name to **Kool-Aid**.



1929
Postum Company, maker of Post cereals, changes its name to **General Foods Corporation** after acquiring several brands, including Baker's, Maxwell House, Minute Tapioca and Jell-O.

1929
OSCAR MAYER
Oscar Mayer begins branding its wieners with a yellow paper band bearing the company name, an industry first.



1933
James L. Kraft begins a wholesale cheese business with the Mr. Peanut trademark figure after it was submitted by a schoolboy in a company-sponsored contest.



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1700
Baydon and Berry begin selling candied fruit peel to the citizens of York, England. Joseph Terry soon joins and the business grows to become **Terry's of York**.



1883
Named for the Gold Coast of Africa, the origin of the exotic beans used in its sumptuous chocolates, **Côte d'Or** is born.



1892
Joel Cheek blends a special coffee for the **Maxwell House Hotel** in Nashville, Tennessee. It becomes known as Maxwell House coffee.



1898
The National Biscuit Company is created through a merger of dozens of local and regional bakeries across the U.S.

1901
The Kenyan Coffee Company in London begins producing fresh ground coffee that will become known as **Kenco**.



1923
Kraft Macaroni & Cheese dinner enters national markets with the phrase "A meal for 4...in 9 minutes!"



1933
Miracle Whip salad dressing is introduced at the Chicago's Century of Progress World's Fair.



1937
General Foods introduces **Tang** breakfast beverage crystals.

1950
Jell-O instant pudding is introduced by General Foods.



1952
National Biscuit Company sees the need for a unifying symbol to tie together the various brands it introduced. The new, familiar red graphic **Nabisco** triangle in the upper left-hand corner of all its packaging.



1963
Chips **Alroy's** chocolate chip cookies make their first appearance. They are packaged in a modified coffee bag that could be re-rolled and sealed after it's first opened.

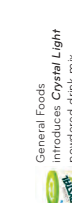


1963
General Foods introduces **Stove Top** stuffing mix into test markets. It is available nationally in 1973.

1970
Dang Suh Foods joint venture is formed in Korea with General Foods.



1982
General Foods introduces **Cystal Light** powdered drink mix.



1981
General Foods acquires **Oscar Mayer & Co., Inc.**



1988
Kraft, Inc. becomes a part of Philip Morris Co. which purchases Kraft for \$12.9 billion.



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The **Lunchables** line of convenient light meals is introduced in the U.S. - later in Canada and the U.K. (1990) and Germany (1998).



1993
Frisa Marabou, the leader in confectionery company in Scandinavia, is acquired for \$1.3 billion.



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Shares of **Kraft Foods Inc.** stock begin trading on the New York Stock Exchange.



2003
Kraft acquires **Back to Nature** brand cereal and granola business.



2007
Kraft Foods is spun off from parent company **Altria Group Inc.** and becomes fully independent.



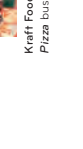
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2007
Kraft Foods divests its Post cereal business for \$2.6 billion.



2010
Kraft Foods divests its Pizza business for \$3.7 billion.



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2010
Kraft Foods acquires Cadbury plc for \$18.5 billion.

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Kraft General Foods (KGF) International acquires **Jacobs Suchard AG** for \$4.2 billion. This includes Toblerone, Milka and Côte d'Or chocolates and Jacobs coffee, among other brands.



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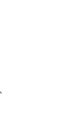
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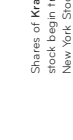
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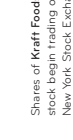
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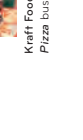
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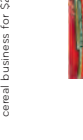
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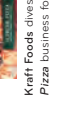
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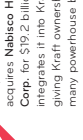


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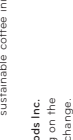
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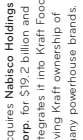


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