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FOR IMMEDIATE RELEASE

TASSIMO PROFESSIONAL and 365 RETAIL MARKETS Introduce New Technology to Benefit Micro Markets

TASSIMO PROFESSIONAL and 365 RETAIL MARKETS announce the capability to scan a TASSIMO T-DISC with 365 micro market point-of-sale systems. TASSIMO PROFESSIONAL is an intelligent single-cup brewing system that prepares premium specialty beverages and gourmet coffee with the touch of a button. 365 RETAIL MARKETS is a leading developer of micro market self-checkout solutions and the only micro market provider to allow customers to fully self-brand their markets. With their latest innovation, the TASSIMO PROFESSIONAL T-DISC's proprietary bar code can now be scanned by 365 RETAIL MARKETS POS system, benefiting both consumers and micro market operators.

TASSIMO PROFESSIONAL brewer's micro market capabilities can greatly improve the workplace coffee experience; especially as 60% of coffee drinkers are less than very satisfied with their workplace coffee area¹. Micro markets offer consumers greater product variety and fresh options while TASSIMO PROFESSIONAL provides the barista-quality beverages that they have come to expect. TASSIMO PROFESSIONAL brewers quickly prepare hot beverages using T-DISCs, single serve discs that contain the precise amount of premium ground coffee, tea or chocolate and are labeled with a unique barcode. T-DISC barcodes contain specific brewing instructions that automatically adjust water temperature, pressure and brew time to prepare each unique beverage. Through their collaboration, TASSIMO and 365 have simplified the checkout process by enabling consumers to scan the T-DISC barcode at checkout. Consumers will no longer be required to manually search kiosk menus for their hot beverage of choice.

TASSIMO PROFESSIONAL T-DISC's proprietary barcode system also benefits micro market operators who can now efficiently manage inventory. Using individual T-DISC scanner sales data, operators can predetermine a micro market's hot beverage restocking needs and drive lower cost through centralized product picking. Additionally, offering premium beverage brands like GEVALIA, TWININGS and SUCHARD instantly creates customer satisfaction and encourages cross-selling opportunities for the operator.

"365 is always looking for ways to develop our technology to help micro market profits," says Joseph Hessling, CEO of 365 RETAIL MARKETS. "By integrating the TASSIMO proprietary barcode system with the 365 Self-Checkout technology, we not only help some of our best existing customers use their preferred coffee brand, we also open up our technology to all of those companies looking for a micro market/TASSIMO solution."

¹ 2012 Study from National Coffee Association and DIG Insights

With the scan of a barcode, customers can enjoy delicious barista-quality beverages from their preferred brands while micro market operators can instantly measure product success and efficiently manage inventory. Visit tassimopro.com for more information.

ABOUT BEV1 BRANDS

Bev1 Brands is a single source for the diverse portfolio of hot and cold beverage brands offered by Kraft Foods Group, Inc. (NASDAQ: KRFT). From iconic coffee brands such as MAXWELL HOUSE and GEVALIA to refreshing CRYSTAL LIGHT, CAPRI SUN and more, Bev1 Brands offers products, equipment, merchandising and service support to the U.S. foodservice industry.

Visit kraftfoodservice.com/bev1brands for more information.

ABOUT KRAFT FOODS GROUP

Kraft Foods Group, Inc. (NASDAQ: KRFT) is one of North America's largest consumer packaged food and beverage companies, with annual revenues of more than \$18 billion. With the spirit of a startup and the soul of a powerhouse, Kraft has an unrivaled portfolio of products in the beverages, cheese, refrigerated meals and grocery categories. Its iconic brands include KRAFT, MAXWELL HOUSE, OSCAR MAYER, PHILADELPHIA, PLANTERS, VELVEETA, CAPRI SUN, JELL-O and LUNCHABLES. Kraft's 23,000 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 and the NASDAQ-100 indices. For more information, visit kraftfoodsgroup.com and facebook.com/kraft.

ABOUT KRAFT FOODSERVICE

Kraft Foodservice is a division of Kraft Foods Group, Inc. (NASDAQ: KRFT), North America's fourth-largest consumer packaged food and beverage company. Kraft Foodservice provides a diverse portfolio of brands, marketing and sales expertise, and resources to the U.S. foodservice industry. Visit kraftfoodservice.com for more information.

ABOUT 365 RETAIL MARKETS

[365 Retail Markets](http://365RetailMarkets.com), an expanding self-checkout technology company based in Troy, Michigan, offers the best in class platform for vending, foodservice, and hospitality. Its proprietary [365SmartShop](http://365SmartShop.com) is a turnkey unmanned MicroMarket that allows customers to increase sales, improve the customer experience, and increase profits, while decreasing operating costs. 365 Retail Markets has been pioneering innovation in the vending industry for over 5 years and continues to revolutionize the market with superior technology and ultimate flexibility in customization and branding.

For more information about 365 Retail Markets, visit www.365retailmarkets.com. You can also join 365 Retail Markets on [Facebook](https://facebook.com/365RetailMarkets), [Twitter](https://twitter.com/365RetailMarkets), [Google+](https://plus.google.com/365RetailMarkets), [YouTube](https://youtube.com/365RetailMarkets), and [LinkedIn](https://linkedin.com/company/365RetailMarkets).