Philadelphia Cream Cheese Prepares to Break a Guinness World Records® Achievement for World’s Largest Cheesecake to Benefit Share Our Strength’s No Kid Hungry® Campaign

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The Country’s Best-Selling Cream Cheese Brand Partners with Celebrity Chef Duff Goldman at Lowville Cream Cheese Festival to Create Nearly 6,000 lb. Cheesecake

PHILADELPHIA Cream Cheese, along with Charm City Cakes owner and reality TV star Chef Duff Goldman, is preparing to break the GUINNESS WORLD RECORDS® record for the World’s Largest Cheesecake ever created. The cheesecake, which will benefit Share Our Strength’s No Kid Hungry® campaign™, will be unveiled at the 9th Annual Cream Cheese Festival in Lowville, N.Y., on September 21.

Goldman, who will help unveil the colossal cheesecake with the PHILADELPHIA team, has been a longtime supporter of Bake Sale for No Kid Hungry™, a national fundraising initiative that encourages people to host bake sales in their communities to help end childhood hunger in America. By connecting kids in need with nutritious food and teaching their families how to cook healthy, affordable meals, the No Kid Hungry campaign surrounds children with healthy food where they live, learn and play.

“I’m proud to be teaming up with PHILADELPHIA, not only to attempt to set a new world record, but also to build awareness and support for No Kid Hungry,” said Goldman. “One in five children in America struggle with hunger, and if we help spread awareness by doing one of my favorite things – making cheesecake – then this event will be a huge success.”

Voluntary donations for No Kid Hungry will be collected at the festival while the cheesecake is served. In addition, members from the Share Our Strength team will provide information about how consumers can host their own bake sales to benefit No Kid Hungry.

The Lowville Cream Cheese Festival draws more than 14,000 attendees to celebrate the city’s distinction as home to the nation’s largest cream cheese manufacturing facility, operated by Kraft Foods. The festival annually produces America’s largest cheesecake, a 1,200-pound PHILADELPHIA cheesecake served in 3,500 slices.

This year, the brand’s goal is to create an even bigger cheesecake in an attempt to break the current GUINNESS WORLD RECORDS achievement, which weighs in at 4,703 lbs. The cheesecake planned for Lowville will be approximately 8 feet in diameter and about 20 inches thick and is estimated to weigh approximately 6,000 lbs. to surpass the current record.

“PHILADELPHIA Cream Cheese makes delicious cheesecakes, and with our largest creamery located in Lowville, it is the perfect recipe for baking up the biggest cheesecake world record,” said Nina Barton, vice president, PHILADELPHIA Cream Cheese. “We’re excited to not only show our pride for our 140-year old brand, but to also help spread awareness for our national philanthropic sponsorship of No Kid Hungry.”

The annual Cream Cheese Festival will take place in downtown Lowville on Saturday, Sept. 21 from 11:00 a.m. to 6:00 p.m. Festival attendees will not only be able to try a slice of the momentous cheesecake, but will also enjoy a cream cheese mural painting, cream cheese bingo and various family-friendly competitions.

To learn more about PHILADELPHIA products and get recipes, visit www.creamcheese.com. To host your own bake sale benefiting No Kid Hungry, visit BakeNoKidHungry.org/GetStarted.

ABOUT PHILADELPHIA CREAM CHEESE

PHILADELPHIA Cream Cheese, a Kraft Foods Group brand, is America’s number one cream cheese. Originally created 140 years ago in New York by dairymen William Lawrence, the brand was named PHILADELPHIA as the city at the time was synonymous with high quality, as was the product. To ensure the quality and delicious taste of its product, PHILADELPHIA always operates with high standards. PHILADELPHIA has 15 flavors of cream cheese products across its original, regular and regular whipped varieties, including 4 reduced fat varieties. The PHILADELPHIA brand has also launched PHILADELPHIA SNACK DELIGHTS, PHILADELPHIA Cooking Creme and Touch of PHILADELPHIA Shredded Cheese, and also hosts an interactive online community RealWomenofPhiladelphia.com where women from across the country join to swap recipes and entertaining tips. For more
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 www.kraftfoodsgroup.com and www.facebook.com/kraft.

ABOUT SHARE OUR STRENGTH’S NO KID HUNGRY CAMPAIGN

No child should grow up hungry in America, but one in five children struggles with hunger. Share Our Strength’s No Kid Hungry® campaign is ending childhood hunger in America by ensuring all children get the healthy food they need, every day. The No Kid Hungry campaign connects kids in need to effective nutrition programs like school breakfast and summer meals and teaches low-income families to cook healthy, affordable meals through its Cooking Matters program. This work is accomplished through the No Kid Hungry network, made up of private citizens, public officials, nonprofits, business leaders and others providing innovative hunger solutions in their communities. Join us at NoKidHungry.org.

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