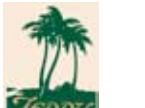


Historic Timeline



1767

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.



1901

The Suchard company, established in Switzerland in 1825 by Philippe Suchard, introduces its first milk chocolate brand, Milka.



1916

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



1924

Kraft opens a sales office in London, England.



1933

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



1952

National Biscuit Company sees the need for a unifying symbol to attract consumers' attention and introduces the now-familiar red graphic Nabisco triangle in the upper left-hand corner of all its packaging.



1969

Tablerone is now available in bittersweet, dark chocolate.



1990

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



2000

Philip Morris Cos. acquires Nabisco Holdings Corp. for \$19.2 billion and integrates it into Kraft Foods, giving Kraft ownership of many powerhouse brands.



1824

John Cadbury opens a shop in Birmingham, England.



1903

James L. Kraft begins a wholesale cheese business in Chicago, Illinois. By 1914 the company opens its first plant and begins manufacturing its own cheese.



1916

Henning Throne-Holst establishes Marabou chocolate in Sweden.



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.



1932

Terry's Chocolate Orange is introduced in England.



1937

Kraft launches Velveta cheese in Germany.



1956

Stimoral chewing gum launches in Scandinavia.



1970

Suchard and Tobler merge under Interfood S.A.



1993

Freia Marabou, the leading confectionery company in Scandinavia, is acquired for \$1.3 billion.



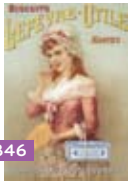
2001

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



2003

Kraft Foods partners with Rainforest Alliance on sustainable coffee initiative and in 2005 expands the partnership to cocoa.



1846

Jean-Romain Lefèvre opens a bakery at number 5 rue Boileau in Nantes, France.



1906

Ludwig Roselius discovers coffee decaffeination and launches Kaffee HAG in Germany.



1923

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



1948

Maxwell House coffee is introduced in England.



1964

Trident patents sugar-free gum after a soft launch of Trident gum with sugar in 1960.



1978

René Monnier in France creates Carte Noire coffee.



2003

The Natural Confectionery Company, which uses all natural ingredients, is acquired by Cadbury.



2004

Tassimo hot beverage system launches in France; other countries soon follow.

1700 1800 1900 1910 1920 1930 1940 1950 1960 1970 1980 1990 2000



1883

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



1908

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



1920

Gevalia coffee is introduced in Sweden.



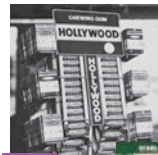
1930

Halls invents Mentho-Lyptus cough drops.



1950

Kraft introduces Dairylea cheese in England.



1961

General Foods acquires Hollywood gum in France.



1985

Philip Morris Cos. purchases General Foods for \$5.6 billion.



2007

Oreo cookies launch in the UK convenience market.



1893

Halls Brothers, a British company, is formed.



1912

National Biscuit Company introduces Oreo cookies.



1923

Simmenthal canned meat is introduced in Italy.



1934

Ritz crackers are introduced by the National Biscuit Company.



1950

Kraft Deluxe process cheese slices are the first commercially packaged sliced cheese.



1965

National Biscuit Company acquires Italian biscuit brand Saiwa.



1989

Cadbury acquires Trebor and Bassett confections brands in the UK.



2007

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



1895

Johann Jacobs in Bremen, Germany, establishes Jacobs Kaffee. It will ultimately become one of Europe's leading coffee companies.



1928

Kraft Cheese Company acquires the Phenix Cheese Corporation, maker of Philadelphia Brand cream cheese (introduced in the U.S. in 1880), and changes its name to Kraft-Phenix Cheese Corporation.



1937

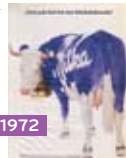
Fretta Kvikk Lunsj launches in Norway.



1961

Miracoli quick meals are introduced in Germany.

Milka creates the lilac cow and a new pop-art icon is born.



1972



1991

Husband and wife team Craig Sams and Josephine Fairley launch Green & Black's from their home in London.



2007

Kraft Foods acquires the global biscuit business of Groupe Danone for \$7.6 billion.



2008

Cadbury Cocoa Partnership launches.



2010

Kraft Foods acquires Cadbury plc for \$18.5 billion.