



KD® Mac N' Cheese Unveils First Rebrand in Nearly Ten Years, Marking the Next Era for the Brand

A bold new visual identity and modernized creative positioning celebrates originality, authenticity, and the emotional connection fans have with the iconic noodle

TORONTO, September 25, 2023 — Today, **KD**, Canada's original mac n' cheese, unveils its first rebrand in nearly a decade. The new design leans into the attributes that make **KD** unapologetically unique: its deep-rooted connection with consumers, its iconic noodle, and its one-of-a-kind cheesy taste. The rebrand celebrates **KD**'s legacy with new, contemporary elements to appeal to the younger generation and signals its bold vision for what's to come. Propelling the brand into a new era, the rebrand incorporates a new logo, packaging, and revamped brand platform *Gotta be KD*.

For the past 80 years, **KD** has grown to become a household staple, satisfying consumer cravings and delivering emotional satisfaction no matter what stage of life you're in. As the brand aims to adapt to consumer's changing needs and lifestyles, the rebrand marks a new era for **KD** to delight Canadians with unique and authentic experiences, reminding them of all the crave-worthy moments and occasions that **KD** can be a part of.

"Today's societal pressures can make it difficult to find moments to escape the noise and reconnect with your true self, but when Canadians sit down with a bowl of **KD**, it's like experiencing a deep personal connection with their favorite dish – especially when it's personally customized and prepared just the way they like it," says Scott Lougheed, Associate Director, Marketing at Kraft Heinz. "As a brand that has always celebrated originality and self-expression, the 'Gotta be **KD**' platform empowers people to embrace their true selves, creatively showcases how **KD** is the ultimate convenient dish for every occasion and most of all, encourages fans to feed the real you."

Today, Canadians feel like they have more responsibilities and less time to be their most authentic selves. To support fans in those moments where life takes over, **KD** is introducing *Cancel Coverage* – a one-of-a-kind fund designed to help Canadians to foster the joy of missing out by covering restaurant reservation cancellation fees.

For the next month, the first 500 Canadians who upload their cancellation fee receipt on kdcancelcoverage.ca can receive a partial reimbursement up to \$25 on a first come, first served basis. *Terms and conditions may apply*

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About the Kraft HEINZ Company

We are driving transformation at The Kraft Heinz Company (Nasdaq: KHC), inspired by our Purpose, Let's Make Life Delicious. Consumers are at the center of everything we do. With 2022 net sales of approximately \$26 billion, we are committed to growing our iconic and emerging food and beverage brands on a global scale. We leverage our scale and agility to unleash the full power of Kraft Heinz across a portfolio of six consumer-driven product platforms. As global citizens, we're dedicated to making a sustainable, ethical impact while helping feed the world in healthy, responsible ways. Learn more about our journey by visiting www.kraftheinzcompany.com or following us on LinkedIn.

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