

EXHIBIT 4



Our Founders



Our Innovations



Timeline

Packaging

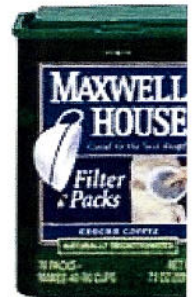
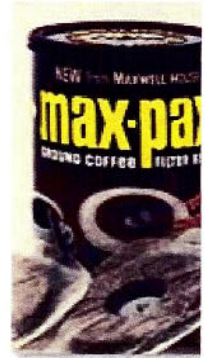
- A Fresher Biscuit
- Barnum's Animals Crackers
- Lunchables
- Maxwell House
- Oscar Mayer
- Powdered Soft Drinks
- Reusable Cheese Packages

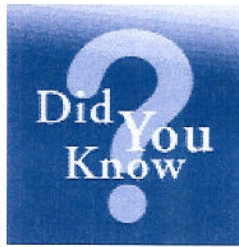
New Maxwell House Packaging

Maxwell House has incorporated various innovative packaging techniques throughout the years. In 1967, Maxwell House introduced the revolutionary *Max-Pax*, a pre-measured ground coffee, compressed into donut-shaped rings and packaged in filters, ready to be dropped into percolator baskets. In 1983, Maxwell House became the first company to convert its cans from a soldered to a welded seal, promoting greater freshness and extending the product's shelf-life. By 1988, because of new technology, Maxwell House coffee was made available in 13-ounce cans, yet it was still able to provide the same number of cups as the previous 16-ounce cans. One year later, Maxwell House introduced Filter Packs, pre-measured ground coffee in filters for automatic drip coffee makers.

In 2001, Maxwell House introduced a new "EZ Open lid," which completely eliminated the need for a can opener on its coffee cans. This technological innovation allows Maxwell House to continue to lock in its signature flavor and freshness, while consumers simply need to pull off a seal.

In late 2002, Maxwell House introduced the new "Fresh Seal Technology," which allows the coffee to be packed at the peak of its freshness. The technology has a one-way valve that lets coffee's natural gasses escape without air getting in.





Did You Know..?

Click an image above to learn fun and interesting facts about our history.

In recent years, the *Milka* cow has become so interwoven into the popular culture that when German school children are asked to draw a farm scene, they often color the cows lilac. [More>>](#)

Mr. Peanut was the brainchild of a 14-year-old boy who entered a *Planters*-sponsored trademark contest in 1916. [More>>](#)

Oscar Mayer hires recent college graduates to hold the coveted position of "Hotdogger" and travel the country driving the *Wienermobile* and promoting *Oscar Mayer* products. [More>>](#)

Kool-Aid Man, continually ranked by kids as one of the most-loved brand mascots, has been honored with a footprint ceremony at Mann's Chinese Theatre in Hollywood. [More>>](#)

[www.comidakraft.com](#) was one of the first-ever bilingual food Web sites. [More>>](#)

In 1976, *Maxwell House* introduced the first coffee specially ground, blended and roasted for use in automatic drip coffee makers. [More>>](#)

Made of wheat and malted barley, *Grape-Nuts* was so named because its inventor, Charles William Post, said that grape sugar was formed during the baking process and described the cereal as having a nutty flavor. [More>>](#)

Jacobs Kaffee now enjoys a 30 percent share of the European coffee market and the *Jacobs* brand is the largest-selling dry grocery product in Germany. [More>>](#)

Named by merging the family name, Tobler, with Italian specialty nougat candy *Torrone*, *Toblerone* was introduced to the world in 1908, and a year later became the first patented milk chocolate candy that contained a unique combination of almonds and honey. [More>>](#)

Oreo cookies were among the first "interactive" foods - offering people myriad ways to enjoy them, including dunking them in milk, twisting the cookies apart. [More>>](#)

The innovation of *Minute Rice* cut rice cooking time from one hour to less than 10 minutes, and single-handedly spawned the quick-cooking rice market segment. [More>>](#)

Within one year of its national introduction in 1950, *Kraft Deluxe* process cheese slices became the most successful product introduction in the company's then nearly 50-year history. [More>>](#)

By soaking coffee beans in brine, Dr. Ludwig Roselius developed a technique that removed 97 percent of the caffeine from coffee without removing the flavor. [More>>](#)

J. L. Kraft revolutionized the production of cheese when he discovered that if he heated and continuously stirred cheese, then placed it in a sterile container, when the cheese cooled, it would regain its solid state. [More>>](#)

Oscar Mayer was among the first meat packers to put its name on meat products, a marketing tool that helped differentiate its products from its competitors. [More>>](#)

National Biscuit Company (later renamed Nabisco, Inc.) took a major step forward in 1898 by packaging *Uneda* biscuits in a revolutionary, patented "in-er-seal" package, an ingenious system of inter-folded layers of wax paper and cardboard. [More>>](#)

Each year, *Nabisco* uses nearly 3,000 miles of string to harness the *Barnum's Animals* crackers packages. [More>>](#)

To differentiate *Kraft* cheese spreads from the competition in the early 1930s, *Kraft* sold its spreads in brightly decorated five-ounce glass jars called *Swankyswigs* that could be reused as drinking glasses. [More>>](#)

Oscar Mayer established a research division in 1941, solely dedicated to developing new and improved packaging concepts, including the "slice pak," the first vacuum-package designed for sliced cold cuts, and the "chub" package, vacuum-sealed tubes containing liver sausage, pork sausage and sandwich spreads. [More>>](#)

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