

KRAFT FOODS RECOGNIZED AS A TOP EMPLOYER FOR LATINAS

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LATINA Style Honors Company for its Continued Commitment to Diversity and Inclusion

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NORTHFIELD, Ill., Aug. 29, 2011 /PRNewswire/ -- LATINA *Style* magazine announced today that Kraft Foods is one of the 50 Best Companies for Latinas. For more than a decade, Kraft Foods has been named to this prestigious list. In 2011, the company was ranked No. 5, up from No. 25 just two years ago. The LATINA *Style* 50 Report (LS50 Report) analyzes the efforts of major U.S. companies to promote diversity and provide career advancement opportunities for Hispanic women.

(Logo: <http://photos.prnewswire.com/prnh/20090420/KRAFTLOGO>)

"To be recognized for our efforts to hire and promote Latinas, provide them role models and mentors as they develop and grow in the organization, strengthens the company's long-standing support to the Latino community," said Ivette Bassa, Vice President, Research, Development and Quality for Latin America. "As a Latina, I'm proud that Kraft Foods has been selected as one of LATINA *Style*'s 50 Best Companies."

LATINA *Style* has been benchmarking the benefits and development opportunities offered to Latina employees since 1998. The magazine evaluated more than 800 companies on criteria such as the number of Latina employees and Latinas in senior management, as well as the availability of Hispanic employee resource groups, flextime, health insurance coverage, women's task forces, mentoring programs and fast-track programs.

Creating a valuable work environment for employees

Being open and inclusive is vital to creating a delicious work experience for Kraft Foods' employees. The company requires diversity and inclusion training for every employee at key career stages to sustain a culture that welcomes and values individual differences. Ten employee resource groups, made up of diverse employees from around the world, help the company promote and drive diversity and inclusion – including the Kraft Foods Latino Council. Kraft Foods also links diversity and inclusion to executive incentive compensation to increase leaders' accountability.

In addition, Kraft Foods offers the culture, practices and programs to support all employees in reaching their full potential while achieving work-life harmony. Following are examples of the many benefits that Kraft Foods offers to enable employees to focus on exceeding both the company's objectives and their own aspirations:

- Mentoring and coaching programs for high-potential women and people of color, including career planning and networking opportunities to develop the next generation of leaders
- Educational assistance programs provide tuition reimbursement for approved educational studies at accredited colleges and universities
- Telecommuting, flextime, job-sharing, and part-time options designed to promote employee mobility and a versatile work environment
- New-mother phase-in programs to ease the return to work after the birth of a baby, adoption of a child or placement of a child for foster care

About Kraft Foods

Northfield, Ill.-based Kraft Foods Inc. (NYSE: KFT) is a global snacks powerhouse with an unrivaled portfolio of brands people love. Proudly marketing delicious biscuits, confectionery, beverages, cheese, grocery products and convenient meals in approximately 170 countries, Kraft Foods had 2010 revenue of \$49.2 billion, more than half of which was earned outside North America. Twelve of the company's iconic brands -- including *Cadbury*, *Jacobs*, *Kraft*, *LU*, *Maxwell House*, *Milka*, *Nabisco*, *Oreo*, *Oscar Mayer*, *Philadelphia*, *Trident* and *Tang* -- generate revenue of more than \$1 billion annually, and 40 have been loved for more than

a century. A leader in innovation, marketing, health & wellness and sustainability, Kraft Foods is a member of the Dow Jones Industrial Average, Standard & Poor's 500, Dow Jones Sustainability Index and Ethibel Sustainability Index. For more information, visit www.kraftfoodscompany.com and www.facebook.com/kraftfoodscorporate.

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SOURCE Kraft Foods

Contacts: Angela Zarazua of Kraft Foods, +1-847-646-4538, news@kraftfoods.com

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