



### To KRAFT Mac & Cheese Lovers

We know you love it. And have for over 75 years.

You've been clear – you love the great taste of your beloved Original KRAFT Mac & Cheese just the way it is. And you don't want us to make changes that would affect the taste you expect. We hear you.

And for those of you looking for Mac & Cheese with *natural colors* or *no colors* at all, we've got those options too. About 14 different ones in all. Here's the full list: FYI - 30 or more Mac & Cheese offerings DO Contain artificial dyes

Who are the people who don't want it changed? When we look at both of Kraft's Facebook pages, over 95% of the comments about this campaign are requesting the removal of artificial dyes - we see almost no one saying they want to keep it. Over 270,000 concerned people have formally requested the removal of artificial dyes from all Kraft Mac & Cheese products on the petition - <http://change.org/kraftyellow>

We want to know the consumers that do prefer Mac & Cheese with artificial colors? We are not sure many people do since it adds no benefit or nutritional value, nor does it change the flavor of the foods they are in and are simply a cheap, cosmetic additive. Also, we (and Dr. Oz) taste tested the UK Mac & Cheese made with natural dyes and compared it to the US version - there was virtually no difference in taste or color. Who are these Mac & Cheese fans that are demanding not to change the product? We call Kraft's bluff - we don't think these people exist in statistically significant numbers.

- KRAFT Mac & Cheese Organic White Cheddar
- KRAFT Mac & Cheese Organic Cheddar
- KRAFT Mac & Cheese White Cheddar
- KRAFT Mac & Cheese Alfredo
- KRAFT Mac & Cheese Deluxe Original Cheddar
- KRAFT Mac & Cheese Deluxe Four Cheese
- KRAFT Mac & Cheese Deluxe Sharp Cheddar
- KRAFT Mac & Cheese Homestyle Creamy Parmesan Alfredo
- KRAFT Mac & Cheese Homestyle Sharp Cheddar and Bacon
- KRAFT Mac & Cheese Homestyle Classic Cheddar
- KRAFT Mac & Cheese Homestyle Hearty Four Cheese
- KRAFT Mac & Cheese Homestyle Bowl Southwest Tortilla
- KRAFT Mac & Cheese Homestyle Bowl Creamy Broccoli with White Cheddar
- KRAFT Mac & Cheese Cup Alfredo

And what about all the kids that reach for the boxes with cartoon characters? Do you really think they are going to pick out the Organic/Homestyle version over Spongebob?

These options of Macaroni and Cheese without artificial dyes are targeted toward adults and the versions that are specifically designed for children contain petroleum based Yellow #5 and Yellow #6. Why is that, especially when children are the ones that are most at risk for complications when consuming artificial dyes?

These varieties are not available in every store (see video response for a mind blowing example)

As for colors, we look to regulators for guidance. The artificial colors allowed in foods in the U.S., including the Yellow #5 and #6 used in some KRAFT Mac & Cheese varieties, are some of the most well-studied ingredients. The Food & Drug Administration (FDA) has deemed them safe for use in food. Other experts, including the European Food Safety Authority (EFSA), have reached a similar conclusion. Scientific consensus on safety is very important when we look at what ingredients to use. Here's what both [FDA](#) and [EFSA](#) have to say on colors.

Kraft is not telling the whole story and is omitting a key detail - If it's completely safe, why do they require a warning label on packages in Europe that states, "May cause adverse effects in activity and attention in children" when a company uses artificial dyes?

Making ingredient changes isn't as simple as it would seem. All of the ingredients work together to deliver the distinctive taste, appearance and texture you expect in Original KRAFT Mac & Cheese. You've let us know you won't settle for anything less. And neither will we.

More questions? [Click here.](#)

Yes, we do have more questions. Why do you continue to ignore over a quarter million concerned people and us? We have written you emails, left voicemails and even tweeted to Kraft executives. At this point, we believe it is in everyone's best interest to sit down and talk about ways we can come up with a solution together that will benefit everyone.

Please sign and share our petition at <http://change.org/kraftyellow>