

NOTICE OF EXEMPT SOLICITATION

1. Name of Registrant:
KRAFT FOODS GROUP, INC.
 2. Name of person relying on exemption:
THE HUMANE SOCIETY OF THE UNITED STATES
 3. Address of person relying on exemption:
2100 L Street, NW
Washington, DC 20037
 4. Written materials:
The attached written materials are submitted pursuant to a voluntary application of Rule 14a-6(g)(1) promulgated under the Securities Exchange Act of 1934. Submission is not required of this filer under the terms of the Rule, but is made in the interest of public disclosure and consideration of these important issues.
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April 21, 2015

Dear Fellow Kraft Shareholders,

Copied below is the independent recommendation recently issued by the proxy services group Institutional Shareholder Services (ISS) to vote in favor of the proposal filed by The Humane Society of the United States regarding Kraft's use of eggs from hens confined in cages. ISS' full report is available upon request.

Sincerely,

Matthew Prescott, Sr. Food Policy Director
The Humane Society of the United States
mprescott@humanesociety.org, (240) 620-4432

Kraft Foods Group, Inc. (KRFT)
POLICY: United States

Meeting Date: 5 May 2015
Meeting ID: 954742

Item 4. Report on Risks Associated with Use of Battery Cages in Supply Chain

FOR

VOTE RECOMMENDATION

A vote FOR this resolution is warranted for the following reasons:

- The company does not provide information about its egg purchasing policies, nor does it disclose how it is evaluating and managing related risks;
- A number of Kraft's peers have established goals or policies to move towards purchasing more cage-free eggs;
- The proposal does not appear to be unduly burdensome or overly prescriptive.

Written materials are submitted pursuant to Rule 14a-6(g)(1) promulgated under the Securities Exchange Act of 1934. Submission is not required of this filer under the terms of the Rule, but is made voluntarily in the interest of public disclosure and consideration of these important issues. This is not a solicitation of authority to vote your proxy and the registrants will not accept proxies if sent. The registrants urge shareholders to vote for the proposals discussed in this communication following the instruction provided on the management's proxy mailing. The cost of this communication is being borne entirely by the registrants.

Please note: The HSUS is not asking for and cannot accept your proxy card. Please vote FOR the shareholder proposal on the proxy received from the management, following the instructions enclosed with the proxy as to how to cast your ballot.