

KRAFT FOODS INC  
Form DEFA14A  
April 02, 2012

**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**

**Washington, D.C. 20549**

**SCHEDULE 14A INFORMATION**

Proxy Statement Pursuant to Section 14(a) of  
the Securities Exchange Act of 1934 (Amendment No. )

Filed by the Registrant

Filed by a Party other than the Registrant

Check the appropriate box:

Preliminary Proxy Statement

Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))

Definitive Proxy Statement

Definitive Additional Materials

Soliciting Material Pursuant to §240.14a-12

**Kraft Foods Inc.**

(Name of Registrant as Specified In Its Charter)

(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

Payment of Filing Fee (Check the appropriate box):

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- x No fee required.  
.. Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.
- (1) Title of each class of securities to which transaction applies:
- (2) Aggregate number of securities to which transaction applies:
- (3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined):
- (4) Proposed maximum aggregate value of transaction:
- (5) Total fee paid:
- .. Fee paid previously with preliminary materials.  
.. Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.
- (1) Amount Previously Paid:
- (2) Form, Schedule or Registration Statement No.:
- (3) Filing Party:
- (4) Date Filed:

Shareowner Services  
P.O. Box 64945  
St. Paul, MN 55164-0945

COMPANY #

**KRAFT FOODS INC.**

**ANNUAL MEETING OF SHAREHOLDERS  
Wednesday, May 23, 2012**

**9:00 a.m. CDT**

**North Shore Center for the  
Performing Arts in Skokie  
9501 Skokie Boulevard**

**Skokie, IL 60077**

Directions to the Kraft Foods Inc. Annual

Meeting are available in the Proxy Statement

which can be viewed at [www.ematerials.com/kft](http://www.ematerials.com/kft).

**Important Notice Regarding the Availability of Proxy Materials for the**

**Annual Meeting of Shareholders to be Held on May 23, 2012.**

Notice is hereby given that the Annual Meeting of Shareholders of Kraft Foods Inc. will be held at the North Shore Center for the Performing Arts in Skokie, 9501 Skokie Boulevard, Skokie, IL 60077 on Wednesday, May 23, 2012 at 9:00 a.m. CDT.

This communication is not a form of voting and presents only an overview of the more complete proxy materials that are available to you on the Internet. We encourage you to access and review all of the important information contained in the proxy materials before voting.

The Proxy Statement and Annual Report on Form 10-K are available at [www.ematerials.com/kft](http://www.ematerials.com/kft).

If you would like to request a paper copy of the proxy materials or an e-mail with links to the electronic version of the proxy materials, you may do so by following the instructions on the reverse side of this Notice. Please make your request for a paper copy on or before May 11, 2012 to facilitate timely delivery.

Matters intended to be acted upon at the meeting are listed below.

The Board of Directors recommends that you vote **FOR** Items 1, 2, 3 and 4 and **AGAINST** Items 5, 6 and 7:

1. Election of Directors.

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2. Advisory vote to approve executive compensation.
3. Approval of amendment to change company name.
4. Ratification of PricewaterhouseCoopers LLP as our independent auditors for the fiscal year ending December 31, 2012.
5. Shareholder proposal: sustainable forestry report.
6. Shareholder proposal: report on extended producer responsibility.
7. Shareholder proposal: report on lobbying.

**THIS IS NOT A FORM FOR VOTING**

**You may immediately vote your shares on the Internet at:**

**[www.eproxy.com/kft](http://www.eproxy.com/kft)**

Use the Internet to vote your shares 24 hours a day, 7 days a week, until 11:59 p.m. (CDT) on Tuesday, May 22, 2012.

Please have this Notice and the last four digits of your Social Security Number or Tax Identification Number available. Follow the instructions to vote your shares.

**Your Internet vote authorizes the Named Proxies to vote your shares in the same manner as if you marked, signed and returned your proxy card.**

**To request paper or electronic copies of the proxy materials, which include the proxy card,**

**Proxy Statement and Annual Report on Form 10-K, please contact us via:**

**Internet** Access the Internet and go to [www.ematerials.com/kft](http://www.ematerials.com/kft). Follow the instructions to log in and order copies.

**Telephone** Call us free of charge at 866-697-9377 in the U.S. or Canada, using a touch-tone phone, and follow the instructions to log in and order copies.

**E-mail** Send us an e-mail at [ep@ematerials.com](mailto:ep@ematerials.com) with **KFT Materials Request** in the subject line. The e-mail must include:

The 3-digit company # and the 11-digit control # located in the box in the upper right hand corner on the front of this Notice.

Your preference to a) receive printed materials via mail, or b) to receive an e-mail with links to the electronic version of the materials.

If you choose e-mail delivery you must include the e-mail address.

If you would like this election to apply to delivery of material for all future shareholder meetings, write the word **Permanent** and include the last 4 digits of your Tax ID number in the e-mail.