

S & P 500 (/index/s&p_500) <b>2.16</b> 2,478.99 (0.09%) 02:01:32 PM EDT	NASDAQ (/index/nasdaq_100) <b>23.56</b> 5,923.47 (0.40%) 02:17:19 PM EDT	DJIA (/index/dow_jones) <b>21.09</b> 22,113.90 (0.10%) 02:17:20 PM EDT	NIKKEI 225 (/index/Nikkei_225) <b>103.56</b> 20,055.89 (0.52%) 08:15:02 AM EDT 8/7/2017
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## Triscuit Announces Non-GMO Project Verification Across Entire Portfolio

PR Newswire

Aug. 7, 2017, 09:00 AM

EAST HANOVER, N.J., Aug. 7, 2017 /PRNewswire/ -- Known for its delicious crackers that start with three simple and authentic ingredients (wheat, oil and salt), the Triscuit brand is pleased to announce that it is transitioning its entire portfolio of products to be Non-GMO Project Verified. The Non-GMO Project is the country's leading independent verifier of non-GMO foods and the only third-party non-GMO verification system in the U.S.



"The Triscuit brand has evolved throughout its 100-plus-year history by delivering what consumers want, whether that's new flavors; quick, everyday recipe solutions; or now, Non-GMO Project Verified snacking options," said Kailey Clark, Brand Manager, Triscuit North America. "The Non-GMO Project Verified seal is the gold standard. It is

the most trusted label among consumers, and we are proud to offer that level of product transparency to Triscuit customers."

With more than half of Americans looking for non-GMO food and beverages<sup>1</sup>, and more than a quarter choosing foods because they have non-GMO labels<sup>2</sup>, the decision to offer Non-GMO Project Verified snack options was based heavily on consumer preferences.

"We are thrilled Triscuit Crackers has converted its entire portfolio to be made with Non-GMO Project Verified ingredients," said Courtney Pineau, Associate Director of the Non-GMO Project. "As an organization, we believe that consumers have a right to know what is in their food and have access to non-GMO choices. Triscuit shares that vision, and we are excited to be working with them through this collaboration to continue that commitment."

Triscuit Cracker boxes bearing the Non-GMO Project Verified seal began rolling out to retailers nationwide in late July, with the transition of the full product line expected to be complete by the end of September 2017.

For more information on Triscuit and its Non-GMO Project Verification, visit [Triscuit.com](http://Triscuit.com).

### About Mondelēz International

Mondelēz International, Inc. (NASDAQ: MDLZ) is building the best snacking company in the world, with 2016 net revenues of approximately \$26 billion. Creating more moments of joy in approximately 165 countries, Mondelēz International is a world leader in biscuits, chocolate, gum, candy and powdered beverages, featuring global Power Brands such as Oreo and belVita biscuits; Cadbury Dairy Milk and chocolate; and Trident gum. Mondelēz International is a proud member of the Standard and Poor's 500, NASDAQ 100 and Dow Jones Sustainability Index. Visit [www.mondelezinternational.com](http://www.mondelezinternational.com) (<http://www.mondelezinternational.com>) or follow the company on Twitter at [www.twitter.com/MDLZ](http://www.twitter.com/MDLZ) (<https://protect-eu.mimecast.com/s/E53lBtpnplvoU7?domain=twitter.com>)

<sup>1</sup> Source: The Hartmann Group – Health & Wellness Study 2017

<sup>2</sup> Source: 2017 Food & Health Survey (International Food Information Council Foundation)



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