

Home

Why Innovate with Kraft?

What We're Looking for

Submit Innovation

FAQs

Contact Us

Logo

Have an Innovation? Partner with Kraft!

Image

We desire proprietary, commercially viable products and technologies for our existing categories and for new solutions that will make our products better tasting, better for you, more convenient or more socially responsible.

[Why Innovate with Kraft?](#) | [Learn more about Kraft](#)

Submit Innovations

Image

Ready to Innovate with Kraft?
Learn more here.

Do you have a new product or packaging idea you think may be valuable to Kraft? Our Kraft Innovation Team welcomes new innovations, and sincerely hopes that you choose to share your idea with us. We are looking for innovations in Technology, Products, Packaging and Processes.

Submit Your Innovation

Submit Recipes & line extension ideas

Image

Recipes or New Flavor Ideas?
Visit Kraftfoods.com.

Do you have a favorite recipe you want to share or that you'd like us to simplify? Maybe an idea for a great new flavor of a favorite Kraft product? If so, share your recipe or other ideas Kraftfoods.com.

Use our Recipe Exchange and your recipe could be featured in an upcoming issue of food & family magazine.

Tell us about your [new flavor ideas](#) here.

We want to work with people who are as passionate about food as we are. Our success depends on our ability to bring exciting, delicious foods to people around the world that meet their needs for sustenance, satisfaction and societal responsibility. If you can help us do that, we'd like to talk about a potential partnership with Kraft.



Irene Rosenfeld,
CEO Kraft Foods

[Home](#)[Why Innovate with Kraft?](#)[What We're Looking for](#)[Submit Innovation](#)[FAQs](#)[Contact Us](#)

Logo

About Kraft Foods

Image

Kraft Foods is one of the world's largest food and beverage companies with annual revenues of approximately \$40 billion. For more than 100 years, Kraft has offered consumers delicious and wholesome foods that fit the way they live.

Background

Kraft's vision is "helping people around the world eat and live better." So, as you might guess, Kraft continuously seeks to develop and market new food and food-related products, packaging and business processes that help us realize that vision.

Each year, Kraft receives many ideas from people and organizations outside our company. While we are always interested in new ideas, you should know that most of what we receive (or will receive in the future) is not (or will not be) new to us. This is because, as you might guess, Kraft has a large staff of scientists and marketers who are continuously working to develop and improve our products, packaging and processes. Therefore, many submissions from "outside" Kraft actually duplicate Kraft's current or past research and development efforts. Many other ideas simply fall outside the scope of our business interests.

- Kraft markets a broad portfolio of iconic brands in more than 150 countries, including nine brands with revenues exceeding \$1 billion: Kraft cheeses, dinners and dressings; Oscar Mayer meats; Philadelphia cream cheese; Maxwell House coffee; Nabisco cookies and crackers and its Oreo brand; Jacobs coffees, Milka chocolates and LU biscuits
- Kraft is listed in the Standard & Poor's 100 and 500 indexes
- We are members of the Dow Jones Sustainability Index. For more information about Kraft and our corporate responsibility initiatives please visit the [About Kraft](#) section of our [corporate website](#).

We want to work with people who are as passionate about food as we are. Our success depends on our ability to bring exciting, delicious foods to people around the world that meet their needs for sustenance, satisfaction and societal responsibility. If you can help us do that, we'd like to talk about a potential partnership with Kraft.



Irene Rosenfeld
Chairman and CEO Kraft Foods

Logo

Why Innovate with Kraft

Image

Kraft Foods is one of the world’s largest food and beverage companies, employing hundreds of scientists and technologists, but we also recognize that innovation can come from many sources. Kraft has developed industry-leading capabilities across R&D, Consumer Research and all of our business processes to ensure successful collaborations.

How Can We Create Mutual Value?

- We are looking for innovative solutions addressing our strategic growth needs.
- We recognize that other companies and entrepreneurs are driving innovation relevant to our categories.
- Kraft wants to create win-win alliances and partnerships with solution providers where mutual value can be created.
- We have a proven track record of successful relationships.

Forms of Collaboration

We recognize that every collaboration and partnership agreement with external innovators is unique to the innovation and parties involved. As a partner of choice for many innovators, here are some common ways we have worked to commercialize their ideas:

Patent / trademark licensing or purchase

Where innovators have existing patent or trademark protections, Kraft has entered into licensing agreements or outright purchases of the patent or trademark.

Joint development agreements

Where innovators have unique and potentially protectable ideas, Kraft has entered into joint development agreements whereby the innovator’s ideas may be protected for their exclusive use, perhaps jointly owned with Kraft underwriting the patent protection efforts.

Alliances / Partnerships

Where innovators have unique capabilities that can be utilized to meet our needs, Kraft may enter into an alliance or partnership where the complementary strengths of each partner are applied to drive value for both companies and a win for our consumers.

Protecting Your Ideas

Depending on the type of idea you have, you may have proprietary rights in it. Therefore, you should consider protecting it through patents or copyrights before submitting it to Kraft. To best understand whether you could obtain patent or copyright protection for your idea, you should consult with your own lawyer. Kraft employees are not authorized to consult with you on these matters. Further, because disclosing your idea to Kraft could affect your ability to obtain proprietary rights, please submit your idea to Kraft only after you have obtained the protection you feel is necessary. This policy does not apply to Kraft Foods’ employees, vendors or suppliers. Employees should discuss ideas with their manager. Vendors and suppliers should discuss process and policy for submitting ideas with their Kraft contacts.

Image

Steve G Welcome

Dskasjd adl ada;s d asd sa da sd
asd as d as d Dskasjd adl ada;s
d asd sa da sd asd as d as
dDskasjd adl ada;s d asd sa da
sd asd as d as dDskasjd adl
ada;s d asd sa da sd asd as d as

Dskasjd adl ada;s d asd sa da sd
asd as d as d Dskasjd adl ada;s
d asd sa da sd asd as d as
dDskasjd adl ada;s d asd sa da
sd asd as d as dDskasjd adl
ada;s d asd sa da sd asd as d as

Logo

What We're Looking For

Image

Types of Innovations We Are Looking For

We are especially interested in technologies, ingredients and processes that provide new benefits to our consumers. Our technical needs, listed below, are driven by our understanding of our consumers' priorities. If you believe you have a technology, product or packaging innovation that can meet our needs, we are listening. If your product is in-market or very close to it, and may just need the support and resources of Kraft to be a big idea, let's see if we can help.

Keep in mind, that depending on the type of idea you have, you may have intellectual proprietary rights in it. You should consider protecting it through patents or copyrights before submitting it to Kraft. Read more about protecting your ideas.

If you have a new recipe or new ideas for current products, please let us know through our consumer website, Kraftfoods.com.

Overview
Technology
Products
Packaging
Process

<p>Technology</p> <p>We are looking for new and innovative technologies to enhance the beneficial nature of our products. Focus areas include:</p> <ul style="list-style-type: none">* Weight Management* Natural Preservation* New Flavor Systems <p>View our technology needs</p>	<p>Products</p> <p>Do you have a product that is ready-to-go or in-market and would fit perfectly with an existing Kraft brand? Or a new product that might help us move into a new adjacent market space? Let us know. We would be very interested in working with you to explore the possibilities.</p> <p>Learn more about the Kraft portfolio of brands View our product needs</p>	<p>Packaging</p> <p>We are also looking for new ways to bring our existing products to market. If you have a new, innovative way of producing products, that improve product quality, lower the cost to produce them, or accelerate the distribution to the market of any of our existing brands or categories, we'd like to hear from you.</p>	<p>Process</p> <p>We are also looking for new ways to bring our existing products to market. If you have a new, innovative way of producing products, that improve product quality, lower the cost to produce them, or accelerate the distribution to the market of any of our existing brands or categories, we'd like to hear from you.</p>
--	---	--	--

Logo

What We're Looking For

Image

Technology

Kraft employs thousands of scientists, technologists and engineers to produce hundreds of the world's most familiar brands. We have industry leading capabilities in many of the technologies and disciplines necessary to make new, innovative products that exceed our consumers' expectations. But we recognize that there are many ideas outside of Kraft that might only need our collaborative skills and resources to make them a success.

Below, we've listed a number of areas of interest regarding technology. Click on the items to see more details. If you believe you have a technology or innovation that fits our needs, please submit your idea to us for review.

Our Technology Needs

Click any of the Technology headers below to see more detail.

- Weight Management
- Immunity
- Heart Health
- Beauty
- Natural Anti-Microbials
- Moisture Barriers
- Novel Flavor Systems
- Delivery & Release Technologies
- Cooking Prep
- Fat Reduction
- New Product Forms

- Overview
- Technology
- Products
- Packaging
- Process

Case Study

Case Study

Photo of All-Out Squeeze Mayo

Kraft was looking to deliver both consumer value and convenience by improving product evacuation from squeezable mayonnaise and salad dressing packages. A search for new technologies resulted in the licensing of an external company patent, establishment of a new partnership and strengthening of intellectual property through co-development. Kraft can now deliver an enhanced consumer benefit and our partner can deliver an improved technology and value to its customers.

Home

Why Innovate with Kraft?

What We're Looking for

Submit Innovation

FAQs

Contact Us

Logo

What We're Looking For

Image

Products

Kraft makes many of the world's favorite food brands. Consumers around the world trust Kraft to deliver quality, convenience and, of course, truly delicious taste in everything we make.

Do you have a product that is ready to go or in-market and would fit perfectly with an existing Kraft brand? Or do you have a new product that might help us move into a new adjacent market space? We are looking for a wide variety of innovative products that can help us drive significant growth. The ideal product is one that is commercially viable and has unique consumer appeal and benefits. If you believe you have this type of product, we are ready to talk.

Our areas of interest include products that fall into the following categories:

Our Product Needs

Click any of the Product headers or arrows below to see more detail.

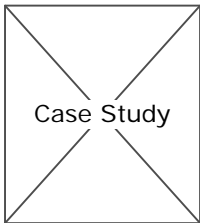
- Health & Wellness
- Quick Meals
- Snacks
- Premium

Our Brands

Click any of the headers below to see more detail.

- See more of our Brands

Case Study



Bagel-fuls

A small food company, owned by a third generation bagel maker, had developed a truly delicious all-in-one bagel and cream cheese product utilizing a patented technology. The company approached Kraft to see if we would be interested in partnering to take sales to the next level leveraging Kraft's capabilities. After putting all the necessary agreements in place, Kraft worked with the company to further develop the product and launched it nationally, bringing an exciting new product to our consumers and value to both companies.

[Overview](#)

[Technology](#)

[Products](#)

[Packaging](#)

[Process](#)

Logo

What We're Looking For

Image

Packaging

Kraft has experience with many areas of packaging technology, and we are often looking for packaging innovation that can improve sustainability, ensure product quality and safety, and exceed our consumers' expectations.

Below are listed a number of focus areas with regard to packaging. Click on the items to see more details. If you believe you have a packaging innovation that fits our needs, please submit your idea to us for review.

Our Packaging Needs

Click any of the Packaging headers below to see more detail.

+

Noval Packing Systems

+

Sustainability

+

New Package designs

- [Overview](#)
- [Technology](#)
- [Products](#)
- [Packaging](#)
- [Process](#)

Case Study

Case Study

Sinnfonie

Kraft identified a significant opportunity within the super premium segment of the European coffee market. Utilizing the new "Supplier Challenge" approach, a cross-functional team from Marketing, R&D, Manufacturing, Finance, Sales and Procurement engaged suppliers to develop innovative packaging and display solutions.

By sharing the right information, the team successfully created new consumer packs and in-store displays, reinforcing the super-premium product positioning, and doing so in record time - less than 6 months.

Logo

What We're Looking For

Image

Process

We are always looking for new ways to bring our existing products to market, or perhaps new and innovative ways to produce our products more efficiently. If you have a new process that improves quality, enhances consumer value, lowers costs or accelerates distribution to the marketplace, we'd like to hear from you. Our areas of focus for process innovation include:

- * Improving microwave cook time
- * Case StudyGeneral innovations that simplify food preparation
- * Non-destructive detection of non-ferrous foreign materials
- * High speed detection of leaks in packaging
- * Reduction of energy use in food manufacturing
- * Reduction in water use in food manufacturing
- * Reduction of waste materials in food manufacturing
- * Recycling / reuse of manufacturing process waste

- Overview
- Technology
- Products
- Packaging
- Process

Case Study

Case Study

Oreo Cakesters

After confirming the strength of the concept with consumers, our Snacks team was challenged with development of a soft snack cake that could deliver the traditional taste consistent with our iconic Oreo brand. We reached out to our network of contract manufacturers, one of whom owned the intellectual property to enable development and production of the new Oreo Cakesters product, now enjoyed by thousands of consumers each day.

Home

Why Innovate with Kraft?

What We're Looking for

Submit Innovations

FAQs

Contact Us

Logo

Submit Innovations

Image

Do you have a new product or packaging ideas that you think may be valuable to Kraft Foods? At Kraft, our Innovation Team welcomes these new ideas, and sincerely hopes that you choose to share your ideas with us.

While we understand that these rules may appear strict, they are necessary to protect both you and Kraft. Therefore, we ask you to carefully review all of the information provided below, and only send us your idea if you are comfortable with our rules. We thank you in advance for considering Kraft as a recipient of your creative work.

Kraft's General Policy Regarding Submitted Ideas

Kraft will only review submissions on a non-confidential, no obligation basis as set forth in the "Submission Agreement."

- * Submitting your idea to Kraft does not restrict you from submitting it to other companies.
- * Kraft will only evaluate ideas that are submitted under the terms of the Submission Agreement.

Submit your Innovation in 3 easy steps.

1) Choose the type of idea you'd like to submit

2) Confirm acceptance of the Submission Agreement

3) Complete the Idea Submission Form

Submit Your Innovation

or download, print and mail Submission Packet (pdf 20k)

download Adobe Acrobat Reader

The Submission Process

1. Submission

Identify the idea you wish to submit, read and acknowledge the acceptance terms, and then submit your innovation (upload any necessary documents).

2. Assessment

Once Kraft receives the Submission Agreement and Idea Submission Form, your idea will go to the appropriate Kraft person to assess our level of interest.

3. Response

Kraft will try to report back to you with the results of its evaluation in about 8 weeks, although some evaluations take longer. Under no circumstances will Kraft be obligated to reveal the details of its evaluation.

4. Collaborate

If there is mutual interest, we will discuss the opportunities and ways of advancing the idea through additional stages of development, as necessary.

Possible Compensation to You

- * If Kraft is interested in using your idea and the idea is protected—or protectible—by a patent or copyright, we may negotiate with you for license rights. Your compensation will be determined as a part of those negotiations.
- * If Kraft is interested in using your idea and it is not protected (or protectible) by a patent or copyright, but is new to Kraft and we adopt it, Kraft may, at its sole discretion, grant you a nominal award. In no case will that nominal award exceed 5000 \$US.

[Home](#)[Why Innovate with Kraft?](#)[What We're Looking for](#)[Submit Innovation](#)[FAQs](#)[Contact Us](#)

Frequently Asked Questions (FAQ's)



Frequently Asked Questions (FAQs)

If you have a problem or question not answered on this page, please contact us.

Q: Are there any ideas that you do not accept?

A: We are open to receiving ideas about new products or packages as outlined in our Submitting Ideas to Kraft Foods policy . Certain types of ideas are outside of the scope of this policy, such as new product flavors/sizes, advertising, marketing or promotional ideas or recipes.

Q: I have a relative that works for Kraft, can I still participate in your program?

A: Yes, relatives of Kraft Foods employees may participate. Please refer to the Submitting Ideas to Kraft Foods policy for more information.

Q: I have an idea that is patented (or patent pending) but it is not about a new product or package. Can I still participate in your program?

A: Please review the policy, and if you believe your idea may be one that fits, feel free to fill out and send us the Submission Agreement and Idea Submission Form.

Q: Can residents outside of the United States participate?

A: At this time, we can only accept submissions from residents of the United States & Puerto Rico.

Q: I am a supplier to Kraft Foods, can my company participate in this program?

A: No, you should speak with your regular contacts at Kraft Foods to discuss the best way for your idea to be submitted through this process.

Q: Once I submit my information on your website, how long before I hear back from someone?

A: You'll hear back from someone on our Innovations team in about 6 weeks following the receipt of your submission.

Q: I am a retired/former employee of Kraft, may I participate?

A: Yes, retirees or former employees of Kraft Foods may participate. Please refer to the terms of the Submitting Ideas to Kraft Foods policy .

Q: I am not comfortable submitting my ideas using your website. Is there any other way I can submit my ideas?

A: Yes. You have two choices. You can download a printable version (requires adobe acrobat) of the forms, fill them out manually and mail them to:

Kraft Foods
Open Innovations
1 Kraft Court
Glenview, IL 60025

Or call us at 1-866-OPN IDEA (866-676-4332) and one of our representatives will be happy to mail the forms to you.

Q: Should I have my idea patented before submitting it to you?

A: It is always best to have all preferred protections in place before sending an idea to us. Please refer to the section, 'Protecting Your Ideas' contained within our Submitting Ideas to Kraft Foods policy .

Logo

Contact Us

Image

Contact Us

If you would like to contact us regarding your innovation, you can call us at 1-866-OPN-IDEA (1-866-676-4332) or you can send us an email with your questions.

Completed Innovation Submission Forms can be sent to us at:

Kraft Foods
Open Innovations
1 Kraft Court
Glenview, IL 60025

If you have a general inquiry about Kraft, you can contact us via email here, or call us at 800-323-0768 (weekdays)

Have a question about our website or one of our products? Let us give you the opportunity for an immediate answer!



Kim, Consumer Relations

Photo of consumer relations specialist Kim