

Big Idea

There is a new aspect of KMC being pushed to our audience that truly has endless possibilities. The base of the meal still remains delicious and easily accessible however each bowl of KMC is entirely customizable to the consumer. One large pot of KMC could lead to many different bowls and each consumer leaves full and happy.

no artificial flavors,
preservatives, or dyes



Kraft
**mac &
cheese**



**original
flavor**

ENLARGED TO
SHOW DETAIL

PER 1/3 BOX (UNPREPARED)


250 CALORIES	1g SAT FAT 4% DV	560mg SODIUM 24% DV	9g TOTAL SUGARS
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SEE NUTRITION FACTS PANEL FOR AS PREPARED

MACARONI & CHEESE SAUCE MIX

NET WT 7.25 OZ (206g)

**Customize it
how you like.**




**Buffalo Chicken
Kraft Mac and Cheese**

Ingredients:

- One box of Kraft Mac and Cheese
- Four TBSP unsalted butter
- Two TBSP whole milk
- Two TBSP Cayenne Pepper Sauce
- One cup spinach
- Four oz cooked chicken - chopped
- Three fourths cup chopped celery
- Pinch of blue cheese

Directions:

- Make your noodles!
- Return your mac to the same pot, add butter, milk, cayenne sauce, cheese sauce, then stir!
- Add spinach, chicken, celery, then stir!
- Enjoy!



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**Timeless Taste.
Modern Twist.**



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**Timeless Taste.
Modern Twist.**



**Customize however
you like.**



**Timeless Taste.
Modern Twist.**
Customize it how you like.



Customize it how you like it.



**Customize it
how you like
with Kraft.**

Submit your Kraft recipe for a chance be featured on the back of limited edition Kraft Mac and Cheese boxes!



<https://shop.kraftmacandcheese.com/submit>

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Original audio

**kraft_macandcheese**  ****Sweepstakes Closed**** Calling all Kraft Mac & Cheese superfans! We're looking for an awesome new flavor. Submit your idea using the link in our bio and you could win \$10,000!

NO PURCHASE NECESSARY. Ends 12/15/23. To play and for Official Rules, visit kraftmacandcheese.com/superfans

Edited · 7w

**b3njingle** MAC N CHEESE WITH DEHYDRATED BACON BITS IN THE CHEESE POWDER SO WHEN YOU MIX IT IN THE MILK MAKES THEM WATERY AGAIN AND YOU GET BACON EASILY IN YOUR MC N CHEESE WITHOUT HAVING TO COOK IT!!!!

13w 49 likes Reply

View replies (6)

**jumpinggreenjellybeans** Mac & cheese flavoured mac & cheese 🍝

13w 30 likes Reply

View replies (1)

**atxandchill**  Why mess with perfection is what I want to know?? If it isn't broken, don't fix it. Sincerely, a macaroni purest ❤️

13w 7 likes Reply

View replies (3)

**a_user_of_names** can y'all just do a triple cheese pack no one wants hotdog flavor bruh

13w 60 likes Reply


  




Liked by [lil.fenyx09](#) and **others**

November 2, 2023

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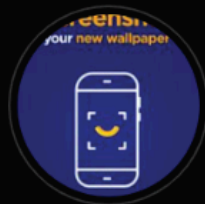
Kraft Mac & Cheese


 [kraft_macandcheese](#)

Why's everyone trying to leave their comfort zone when mac & cheese is there? www.kraftmacandcheese.com + 2


 Does It Mac?


 Highlights


 Wallpapers


 #MacItYour...


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**mac & cheese** Timeless Taste. Modern Twist.

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