

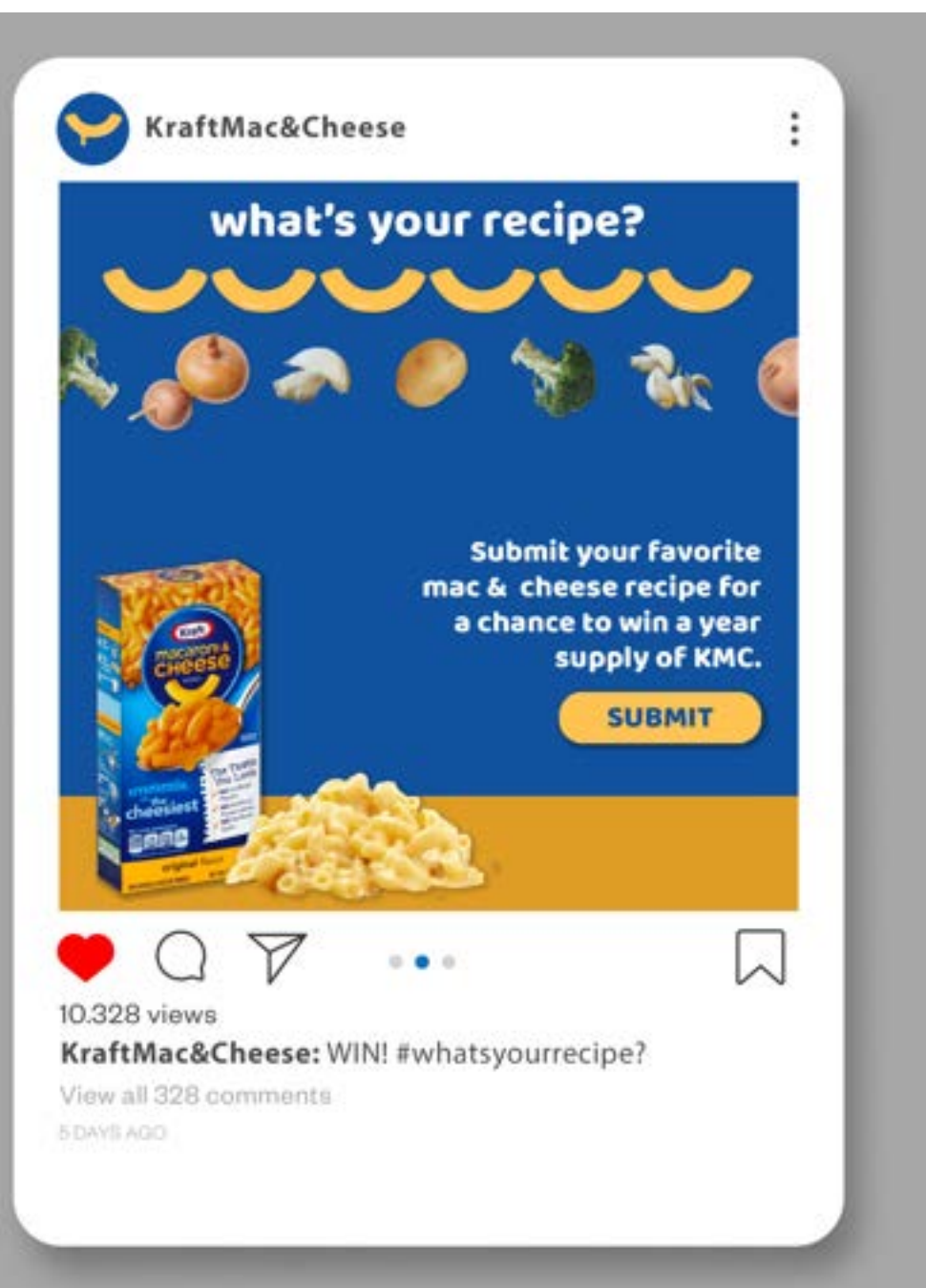
My Concept

More than mac & cheese

- **KMC is a NOSTALGIC food, yet an ADAPTABLE one Millennials & Gen Z can connect to from the days of their childhood.**
- **With that, they will continue GROWING UP with KMC and make it more of a “GOURMET” meal by using it as a base for a dish, adding protein to it, or just spicing it up for a more ADULT FLAVOR.**

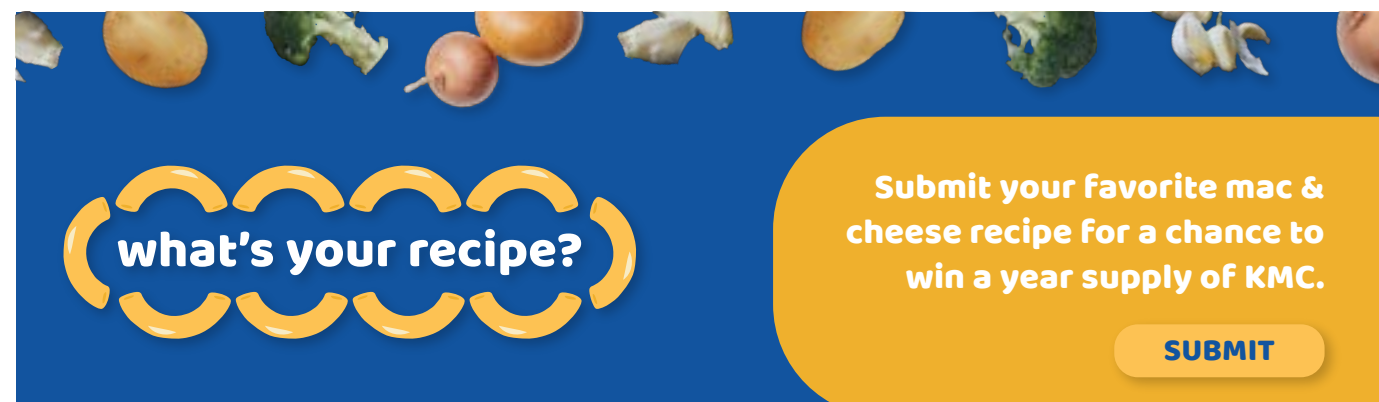


Social Media



KMC Lids

Contest details on single
serve mac & cheese cups
and single boxes



Billboard

Your dinner can be more
than mac & cheese.



#whatsyourrecipe?

Dinner?



#whatsyourrecipe?

Your dinner can be more
than mac & cheese.



Dinner?

Bus Stop Ad

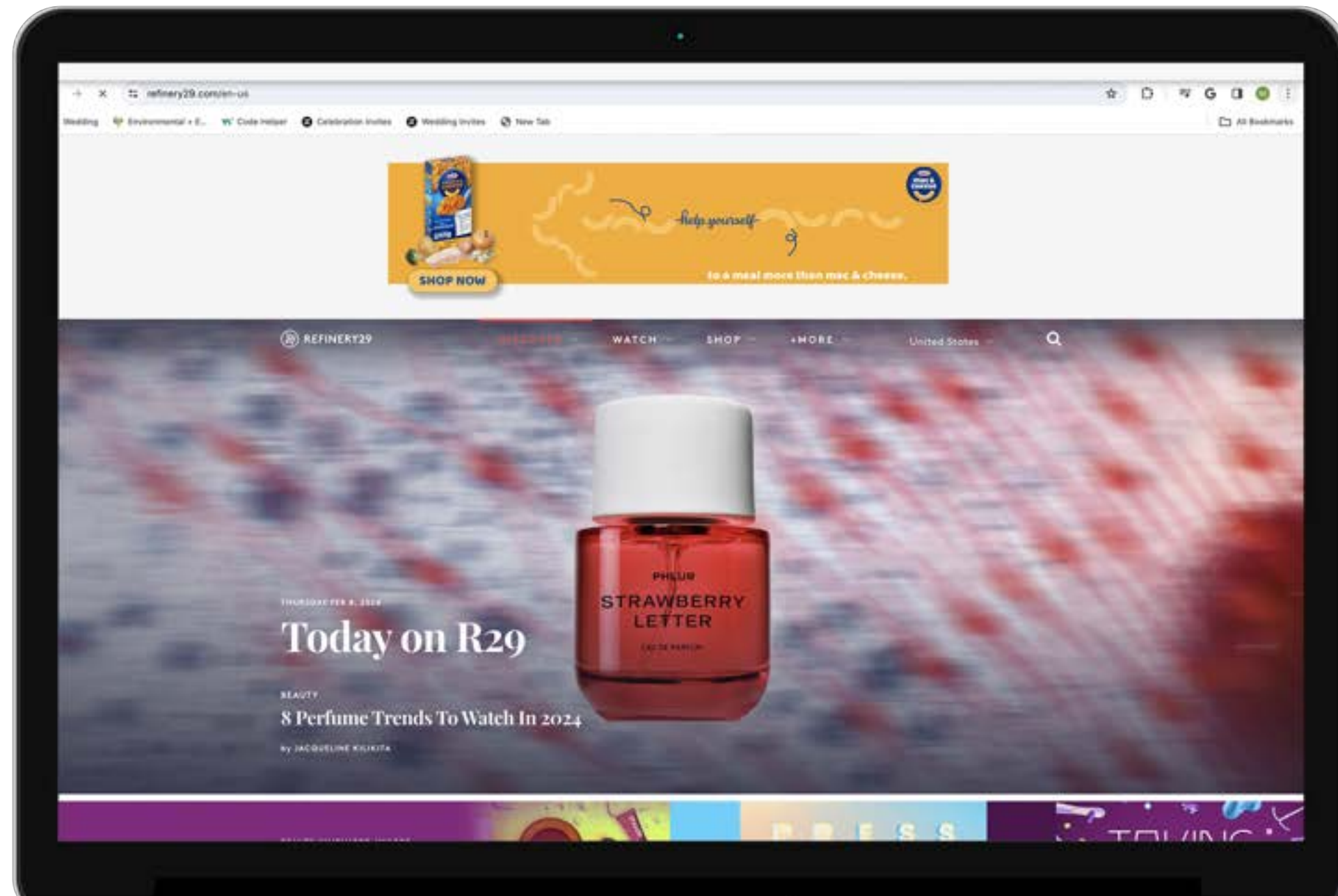


Floor Graphic

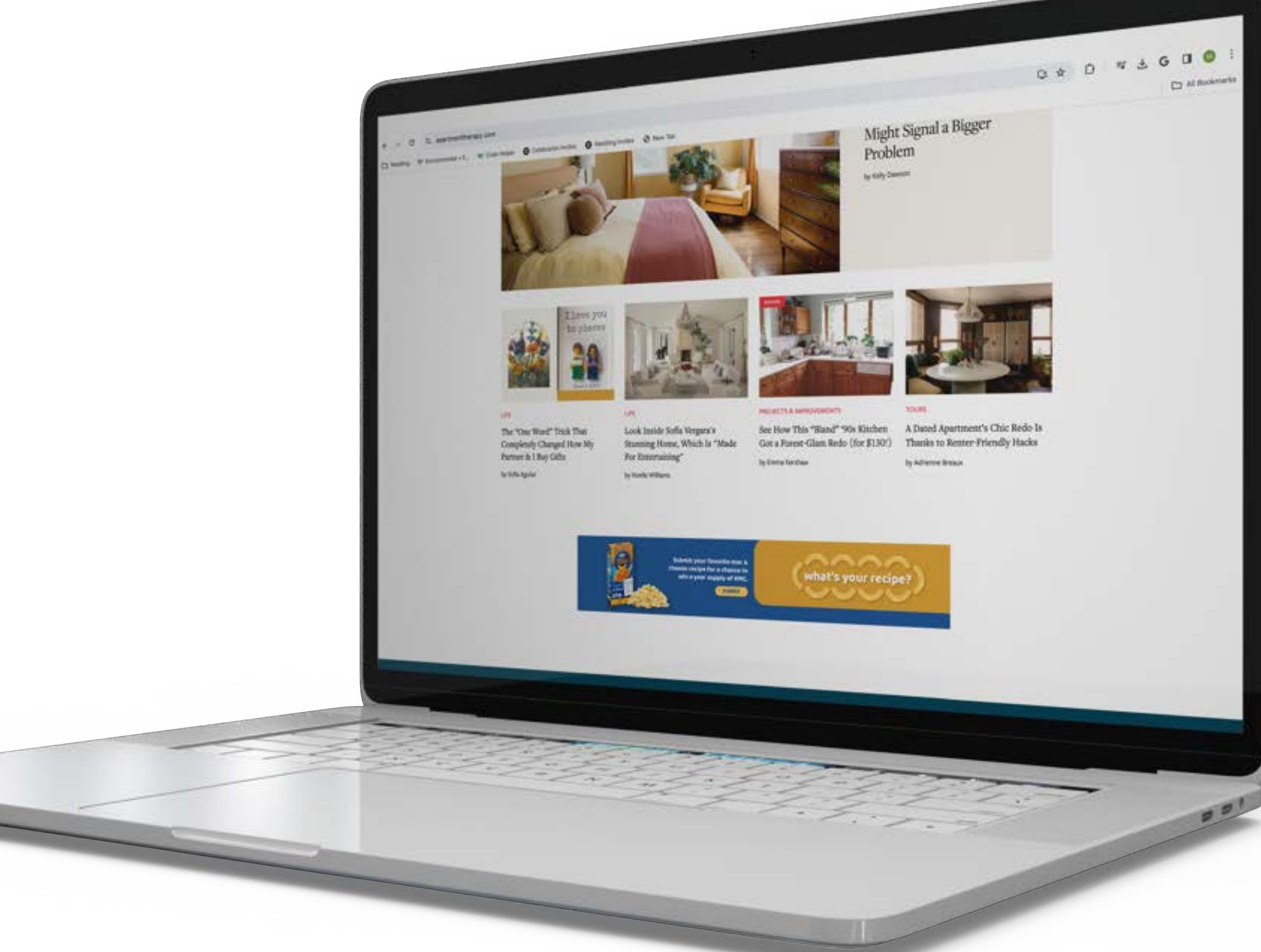
Placed in grocery stores
as a wayfinding graphic
for the mac & cheese aisle



Website Banner



Website Ad



Submit your favorite mac & cheese recipe for a chance to win a year supply of KMC.

SUBMIT

what's your recipe?