

Value Proposition: Coming to Life in Web

Kraft Works gives **your business a unique advantage** with **special savings on the Kraft products** you know and trust. We also provide tailored information and **recipe resources** to help you grow and prosper—consumer trends, **turnkey marketing tools**, peer strategies, and the latest business-building ideas from across the country.

Web focus areas to deliver the Value Prop with quick wins

1. **Membership**
2. **Brands**
3. **Recipes**
4. **Marketing tools**

Web quick wins

- **Simplified registration**
- **Member benefits portal**
- **Rebate dashboard**
- **Recipe box**
- **POD**

Value Proposition: Coming to Life in Email

Kraft Works gives your business a unique advantage with **special savings on the Kraft products** you know and trust. We also provide tailored information and **recipe resources** to help you grow and prosper—**consumer trends**, turnkey marketing tools, **peer strategies**, and the latest business-building ideas from across the country.

Email focus areas to deliver the Value Prop in priority order

1. **Brands**
2. **Recipes**
3. **Articles, tips and trends**
4. **Culinary team**

Email modules

- **Hero**
- **Product**
- **Recipe bucket**
- **Tip/Article module:**
- **Chef/Persona**
- **Generic modules**