

COMPANY NAME	FY12 Sales (\$mn)	FY12 Earning (\$mn)	2012 EPS	4/17/12 Share Price	
FOOD CATEGORY					
 kraft foods <i>Make today delicious</i>	\$18,339	\$1,642	\$2.75	\$50.42	“We continue to make important changes to remake Kraft into an industry leader that delivers steady, growing shareholder returns. While we weren’t satisfied with our revenue in the fourth quarter, our innovation, productivity, and overhead cost reduction programs are paying off.” Tony Vernon, CEO
% Change vs. FY11 vs. 9/17/12	(-1.7)	(-7.5)	(-8.3)	14.8+	
2013 Outlook: The big headlines for Kraft came in October when the company spun off its North American grocery business to a new company, Mondelez International Inc. The new, smaller Kraft revised its financial figures accordingly and expects a strong year under a restructured company, while continuing to implement overhead cost reductions.					
 Kellogg's	\$14,197	\$961	\$2.67	\$64.69	“We’ve done a lot of work in recent years to set the right foundation: we invested in the business, we’ve adjusted our strategy to focus more on growth, and we have acquired the Pringles business.” John Bryant, President/CEO
% Change vs. FY11 +vs. 4/17/12	7.6	11.0	12.2	24.2+	
2013 Outlook: The aforementioned purchase of Pringles helped boost sales, but the company’s entire North American portfolio was up 7.5% in 2012. Expect more acquisition hunting by Kellogg in 2013 as it looks to continually broaden its offerings.					
 HERSHEY'S	\$6,644	\$661	\$2.73	\$88.95	“Hershey had a solid 2012 and we expect to build on our success in 2013... While the macroeconomic environment remains challenging, we are well-positioned to succeed in the marketplace and deliver on our commitments in 2013.” John P. Bilbrey, President/CEO
% Change vs. FY11	9.3	5.1	5.8	45.6	
2013 Outlook: Hershey had a sweet year in 2012 and continued to invest, opening one of its most technologically advanced chocolate manufacturing plants and an innovation center in Shanghai. It expects profits to continue to expand next year as some of its cost-cutting initiatives take hold.					