

The Kraft Heinz Not Company launches plant-based KRAFT Mac & Cheese

30 November 2023 | News

The new innovation offers fans the creamy and comforting experience they've loved from KRAFT Mac & Cheese, without the dairy



The new innovation offers fans the creamy and comforting experience they've loved from KRAFT Mac & Cheese, without the dairy

The Kraft Heinz Not Company launched KRAFT NotMac&Cheese, the first-ever, plant-based KRAFT Mac & Cheese in the United States. KRAFT NotMac&Cheese is the third innovation to launch in a year from The Kraft Heinz Company and TheNotCompany, Inc. joint venture, which aims to create mouthwatering, plant-based foods for all.

“The Kraft Heinz Not Company creates plant-based versions of fan-favourite foods that taste like the real thing, yet don’t require people to drastically change their eating habits,” says Lucho Lopez-May, CEO, of The Kraft Heinz Not Company. “NotCo brings its revolutionary AI technology that has a proven track record in creating mouthwatering plant-based foods to KRAFT – the beloved mac & cheese brand that sells over a million boxes every day. Leveraging the strengths of both companies, we’re offering the creamy and comforting experience KRAFT Mac & Cheese fans have loved for over 85 years – without the dairy.”

KRAFT NotMac&Cheese is the latest example of Kraft Heinz's portfolio expansion in support of its ambition to increase plant-based offerings across a wider range of brands and categories. Further, the launch builds on The Kraft Heinz Not Company’s current plant-based offerings which include KRAFT NotCheese Slices and NotMayo. Looking ahead, The Kraft Heinz Not Company will continue its plans to scale into several more categories and begin international expansion in 2024.