



FOR IMMEDIATE RELEASE

Trick Or Cheese! Kraft Parmesan Announces Cheese-Inspired Halloween Costume Giveaway

Winners Dress Up and Stock Up on Kraft Grated Parmesan Cheese



CHICAGO, Ill. (October 16, 2024) — [Kraft Natural Cheese](#), a household favorite dairy brand, announced today fans can visit Kraft Natural Cheese on Instagram and enter for the chance to win a Kraft Grated Parmesan-inspired costume, just in time for Halloween.

Known for its rich, sharp flavor and versatility, Kraft Parmesan has garnered a loyal following among cheese enthusiasts. Now, you can show your devotion to this iconic brand by donning a custom-made Kraft Grated Parmesan costume.

Win a Kraft Grated Parmesan Costume and a Stash of Cheese*

Enter the giveaway in four easy steps on the Kraft Natural Cheese Instagram for a chance to win one of six prize packs. Six winners will receive two limited-edition costumes, one for you or one for a friend, family member or child, featuring a hat resembling the iconic Kraft Grated Parmesan can and a long-sleeve t-shirt with the classic logo, plus a generous supply of twelve 8oz cans of Kraft Grated Parmesan cheese to enjoy throughout the holiday season.†

It's easy to enter. Follow @kraft.naturalcheese, like the giveaway post, tag a friend in the comments, and post a photo or IG story tagging @kraft.naturalcheese showing us how you Kraft Together this Halloween.

The Kraft Parmesan costumes are perfect for families looking for matching outfits or a unique way to celebrate Halloween together. Kraft Natural Cheeses have been a mealtime staple for more than 100 years, with Kraft Grated Parmesan Cheese enhancing pastas, pizzas, seafood, salads and more with its bold flavor. At 20 calories per serving, Kraft Grated Parmesan Cheese always adds a flavor kick to your favorite meals at any occasion.

"Kraft's family of natural cheeses have helped make mealtime easier no matter the occasion, and we're thrilled to extend that spirit with our Kraft Parmesan costume giveaway," said Lauren Papa, senior associate Brand Manager for Kraft Parmesan. "Whether families are looking for last-minute ideas or matching costumes, Kraft Parmesan is helping consumers make lasting memories and giving them the chance to celebrate Halloween in style, with the added bonus of enough cheese for all of their cooking needs through the holiday season."

Kraft Parmesan is available at major retailers nationwide, including Jewel, Albertson's, Walmart and more. For more information and for recipe inspiration, visit www.kraftnaturalcheese.com or follow the brand on Instagram at [@kraft.naturalcheese](https://www.instagram.com/kraft.naturalcheese).

****NO PURCHASE NECESSARY TO ENTER OR TO WIN. Must be legal U.S. resident, aged 18 or older. Limit one winner per household. Accounts must be public in order to enter.**

†Six (6) lucky winners will be chosen at random for this prize, which includes two (2) costumes and 8oz cans of Kraft Grated Parmesan (ARV \$125). Entry for this giveaway opens on Wednesday, October 16, 2024 at 8:00am CT and ends on Sunday, October 21, 2024 at 11:00am CT. The winners will be announced on @kraft.naturalcheese IG story and contacted by @kraft.naturalcheese via DM (Direct Message) on Monday, October 22, 2024. This [#giveaway](#) is not sponsored by or affiliated with Instagram or Facebook. This giveaway is open to U.S. residents only, aged 18 or older, and limited to one winner per household. For official rules, please visit www.bit.ly/KraftParmHalloween.

About Kraft Natural Cheese

Kraft Natural Cheese has been a trusted household name since 1950, delivering exceptional quality and flavor to mealtimes around the world. With a commitment to craftsmanship and innovation, Kraft Natural Cheese continues to be the go-to choice for families and food enthusiasts alike with its broad portfolio of natural cheeses including shreds, chunks and slices. As part of the Lactalis Heritage Dairy portfolio of brands, Kraft Natural Cheese has more than 150+ years of combined dairy experience reflected in its cheesemaking. For more information and for recipe inspiration, visit www.kraftnaturalcheese.com or follow the brand on Instagram at [@kraft.naturalcheese](https://www.instagram.com/kraft.naturalcheese).

About Lactalis USA

Lactalis USA is committed to enriching lives by producing nourishing and great tasting dairy products. The company offers an unrivaled house of beloved dairy brands in the United States in the United States including [Galbani](#)® Italian cheeses, [Président](#)® specialty cheeses and gourmet butters, Kraft® brands in natural and grated cheeses, [Breakstones](#)® cottage cheese, ricotta and sour cream, [Cracker Barrel](#)® cheese, [Black Diamond](#)® cheddar cheese, Parmalat® milk, [siggi's](#)® and [Stonyfield Organic](#)® yogurt brands. In the United States the company has approximately 3,700 employees, is present in eight states with 11 manufacturing facilities and corporate offices located in New York City and Buffalo, N.Y., Chicago, Ill., Bedford, N.H., and San Fernando, Calif. Lactalis USA is part of Lactalis Group, the world's leading dairy company, a French family business founded in 1933 in Laval, France. For more information, visit www.lactalisamericangroup.com, www.lactalisheritagedairy.com, www.lactalisyogurtusa.com and www.karounceese.com. Follow Lactalis USA on [Instagram](#) and like the brand on [Facebook](#).

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