



News Release

Kraft Natural Cheese Debuts High Protein Cheese Sticks

Kraft Natural Cheese, a leader in the cheese industry, delivering exceptional quality and flavor for snack and mealtimes, today announced the launch of Kraft Natural Cheese Protein Cheese Sticks, a cheese snack designed to meet growing consumer demand for convenient, protein enhanced options.



CHICAGO (February 3, 2026) —Kraft Natural Cheese, a leader in the cheese industry, delivering exceptional quality and flavor for snack and mealtimes, today announced the launch of Kraft Natural Cheese Protein Cheese Sticks, a cheese snack designed to meet growing consumer demand for convenient, protein enhanced snack options.

Available in two classic varieties—Mild Cheddar and Pepper Jack— each stick delivers 17 grams of protein per serving and contains 50% less fat than Kraft Natural Cheese's traditional Mild Cheddar and Pepper Jack Cheese varieties.

"Today's consumers want snacks that work as hard as they do, in an approachable format that's easy for them to incorporate into their daily routines," said Amanda Vaal, Director of Brand Marketing at Lactalis Heritage Dairy, a division of Lactalis USA. "Our new Kraft Natural Cheese Protein Sticks meets these needs, by delivering familiar taste people love in a traditional cheese stick and 17g of protein per serving to keep consumers energized and ready for anything."

Kraft Natural Cheese Protein Sticks are designed for versatility, making them an ideal choice for lunchboxes, workday snacking and pre or post workouts at home or on the go. A good source of protein paired with the trusted quality of Kraft Natural Cheese that consumers have loved for more than 100 years.

Kraft Natural Cheese Protein Sticks are now available at select retailers, including Target, Publix, Food Lion, Hy-Vee, ShopRite, Meijer and Amazon Fresh, with additional retailers to follow.

For more information about Kraft Natural Cheese, find recipe inspiration and locate a store a near you, visit KraftNaturalCheese.com or follow the brand on Instagram [@kraft.naturalcheese](https://www.instagram.com/kraft.naturalcheese).

About Kraft Natural Cheese

Kraft Natural Cheese has been a trusted household name since 1904, delivering exceptional quality and flavor to mealtimes around the world. With 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 [@kraft.naturalcheese](https://www.instagram.com/kraft.naturalcheese).

About Lactalis USA

Lactalis USA is committed to enriching lives by producing nutritious and great-tasting dairy products. The company offers an unrivaled house of beloved dairy brands 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, yogurt brands such as siggi's®, Stonyfield Organic®, Brown Cow™, Green Mountain Creamery®, Mountain High, Yoplait®, Go-Gurt®, :ratio,® Oui® and Karoun®, Gopi®, Arz® and other brands in the ethnic channel.

In the United States the company has approximately 5,000 employees, with 13 manufacturing facilities located in 9 states, and corporate offices in New York City, San Fernando, Calif., Chicago, Ill., Minneapolis, Minn., Buffalo, N.Y. and Bedford, N.H. 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 about Lactalis USA's divisions, visit www.lactalisamericangroup.com, www.lactalisheritagedairy.com, www.lactalisyogurtusa.com, www.midwestyogurt.com and www.karounecheese.com. Follow Lactalis USA on Instagram and like us on Facebook.

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