

## What's Hip Now?

(NAPSA)—A new, nationwide survey asked 1,500 teens and moms across the country what they think is cool this year.

The Kraft EASY MAC Big Packs “What’s H.O.T.T.” (that’s “Happening On The Teenscene”) Report uncovered information that will help make moms hip with their teens.



**When it comes to snacks, teens want fast, delicious and convenient foods that fill them up.**

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Not surprisingly, the survey showed that after school is prime time for teen snacking. They want fast, delicious and convenient foods that fill them up and keep them fueled for their fast-paced lifestyles. Kraft Foods comes to the rescue with new EASY MAC Big Packs, which boast 50 percent more of the delicious macaroni and cheese that teens already love.

“Besides the delicious cheesy taste, teens told us that they loved the convenience of EASY MAC as an after-school snack,” said Gretchen Claus Hickman, brand director at Kraft. “Teens can make this hot and hearty snack themselves because it’s so easy to prepare. In fact, nine out of 10 teens agree that mac and cheese is the perfect do-it-yourself after-school snack.”

The “What’s H.O.T.T” Report revealed that mom is very much “in the know” when it comes to what her teens like best, such as:

- Michael Jordan and Venus or Serena Williams are the athletes teens would most like to be.
- Rock, rap/hip-hop and pop are the tunes teens like the most.
- Jennifer Lopez and Ashton Kutcher top the charts as the best-dressed celebs.

For more information on EASY MAC Big Packs, visit [www.kraft.com](http://www.kraft.com).