



Sheryl A. Marcouiller  
Senior Food Law Counsel  
Kraft Foods North America, Inc.

<mailto:Julie.Schrimpf@cfsan.fda.gov>

Julie Schrimpf, PhD, RD  
Division of Nutrition Programs and Labeling  
Office of Nutritional Products, Labeling and Dietary Supplements  
Center for Food Safety and Applied Nutrition  
Food and Drug Administration  
Harvey W. Wiley Federal Building  
5100 Paint Branch Pkwy (HFS-830)  
College Park, MD 20740-3835

November 26, 2003

Dear Ms. Schrimpf:

On August 8<sup>th</sup>, Kraft Foods North America, Inc. (Kraft) notified the Food and Drug Administration (FDA) that the company plans to use the food label to educate consumers about the well-established relationship between the consumption of whole grain foods and reduced risk of coronary heart disease. As required by section 403(r)(3)(C) of the Federal Food, Drug, and Cosmetic Act, 21 U.S.C. 343(r)(3)(C), Kraft provided to FDA the authoritative statement of the Food and Nutrition Board of the National Research Council upon which the label claim will be based, along with additional detailed supporting scientific literature. FDA subsequently advised Kraft that the required notice was received on August 11<sup>th</sup> and the notification period would expire on December 9<sup>th</sup>. With this letter, we are including a petition revised to incorporate recent discussions with FDA, as confirmed in my letter dated November 3<sup>rd</sup> and in response to your subsequent request for a fully amended petition to facilitate display on the agency's web site.

The exact wording of the claim will be as follows: "Diets rich in whole grain foods and other plant foods, and low in saturated fat and cholesterol, may reduce the risk of heart disease." The claim will be used on foods that contain at least 51% whole grain (using dietary fiber as a marker); meet the regulatory definitions for "low saturated fat" and "low cholesterol"; bear quantitative trans fat labeling; contain less than 6.5 grams total fat and less than or equal to 0.5 grams trans fat per reference amount customarily consumed (following standard rounding rules); and meet all general requirements for health claims in 21 C.F.R. 101.14.

Respectfully submitted,

Sheryl A. Marcouiller  
Senior Food Law Counsel