Upshot and Kraft Set the Tone for Summer

An integrated program invites consumers to pair delicious food and great tunes this summer to make every gathering a hit. It all starts with the website FortheLoveofSummer.com, a hub filled with occasion-themed culinary Kraft recipes, entertainment tips and customized music playlists powered by Spotify. The program is also supported by a Live Nation partnership, national promotion, in-store signage and displays, CRM and digital media.

From backyard BBQs, picnics and tailgates to holidays like the Fourth of July, Kraft is the go-to source that helps build a perfect soundtrack to the season, amplifying the pulse and upbeat attitude summertime embodies.