

Kraft Foods To Re-Brand 'Kool-Aid Man' Mascot to 'Kool-Aid Person' After Pressure From Left-Wing Groups

SOURCE: JOURNALISM BY GARY BARNER FOR THE NEW YORK TIMES

LOS ANGELES (AP) —

Kraft Foods Inc. is considering re-branding its iconic Kool-Aid Man mascot to a more inclusive "Kool-Aid Person" after pressure from left-wing groups.

The move comes as the company faces scrutiny over its handling of the 2018 Oscars boycott and its support for the "All Lives Matter" campaign.

The Kool-Aid Man has been a staple of American culture since the 1950s, and the company is now considering a re-brand to "Kool-Aid Person" to be more inclusive.

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