

HEINZ
ESTD 1869

THE ICONIC KETCHUP BRAND¹



HEINZ STANDS FOR QUALITY AND TRUST

HEINZ strives to be America's most irresistible food brand



85%
of consumers trust
HEINZ products¹

76%
of consumers agree
“the condiments brands that
a restaurant offers indicates
their commitment to quality.”¹

70%
of consumers say
when it comes to condiments
and sauces, HEINZ is the
benchmark for quality¹

¹ Dec '24 KHC Custom Condiment Survey Dig Insights

²KHC Brand Equity Tracker 2024

HEINZ KETCHUP ICON¹

We know that brand love leads to purchase, which is why we're committed to driving consumer engagement and excitement for HEINZ and operators who serve HEINZ.



In recent years, HEINZ has increased its media spend 7-fold, to drive more **consumer love for our brand and the operators who serve it.**



The HEINZ brand aspires to be the **world's most irresistible food brand** by creating food culture.



¹KHC Brand Equity Tracker 2024

In 2025 and beyond, we plan to bring more unique brand experiences to life in AFH, driving consumer engagement and operator partnership.



**“QUALITY
IS TO A
PRODUCT
WHAT
CHARACTER
IS TO A MAN.”**

H.J. Heinz

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**BY STRIVING TO CULTIVATE
HIGH-QUALITY PRODUCE,
H.J. HEINZ MADE A
SUPERIOR PRODUCT.**

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For 150 years, guests have loved
HEINZ ketchup – it’s irreplaceable.

It's made only from sweet, juicy, red ripe tomatoes for the signature
thick and rich taste of America’s Favorite Ketchup.

Every tomato sold in the U.S. is grown in America by passionate farmers
dedicated to growing high-quality, non-GMO tomatoes.

HEINZ TOMATO MASTERS

Each step in our tomato-growing process is monitored by seven of the
world’s foremost experts on ketchup tomatoes. Because the ketchup
on your table is only as good as the tomato it comes from.

6 YEARS TO GET THE PERFECT SEED

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THE SECRET TO THE SAUCE – THE SEED

Our patience with each seed is what makes HEINZ ketchup the ideal sweetness and thickness.

With a higher yield from each crop, HEINZ farms waste less seeds and sustainably care for each crop.

Then our tomatoes are picked when 95% of our fields are at peak ripeness for the juiciest tomatoes to make HEINZ Ketchup.

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Watch 'Episode 13: The Main Dish on The Road: The Journey of a Tomato – From Seed to Shelf' | Microsoft Stream (Classic)

HEINZ KETCHUP CAN DRIVE THE RESTAURANT EXPERIENCE

HEINZ is the brand consumers know & trust – serving HEINZ signals quality & elevates the restaurant experience.

78%

agree that HEINZ is the best quality ketchup when “thinking about ketchup you use at restaurants and other places away from home.”¹

84%

state HEINZ ketchup makes them “Love/Like it” a restaurant or eating establishment (higher than any other ketchup brand).¹

Weekly+ visitors of all establishment types* had HEINZ as the brand with the highest % Love/Like It among ketchup brands¹ (84-90%).



¹ Dec '24 KHC Custom Condiment Survey Dig Insights
*Establishments Tested: Traditional Fast Food, Fast Casual, Midscale, Casual Dining, Fine Dining, C-Stores, Hotels, Theaters/Arenas, Cafeterias



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WHEN RESTAURANTS OFFER HEINZ KETCHUP CONSUMERS ALSO PREFER OTHER HEINZ CONDIMENTS

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60% agree

“If an eating establishment offers HEINZ Ketchup, they would prefer that it also offer HEINZ for its BBQ Sauce”¹

63% agree

“if an eating establishment offers HEINZ Ketchup, they would prefer it also offer HEINZ for its mustard”¹

72% state

HEINZ Mustard would make them Love/Like a restaurant or eating establishment¹



66% would

“Love/Like It” if a restaurant would serve KRAFT Mayonnaise¹

68% state

“brand name is important for mayonnaise/whipped salad dressing”¹

65% state

HEINZ BBQ would make them “Love/Like It” a restaurant or eating establishment¹



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YOUR ONE-STOP-SHOP FOR CONDIMENTS & CUTTING-EDGE EQUIPMENT



Leverage the trusted HEINZ branded experience with best-in-class equipment across every touchpoint for your guests.



HEINZ REMIX

The world's first, fully customizable digital sauce dispenser, giving condiment lovers the ability to create more than 200 sauce combinations.



HEINZ Tap

High volume dispensing unit capable of handling 3-7 flavors with 10 different portion setting. 98% sauce evacuation and clean condiment serving station.



HEINZ Sauce Wand

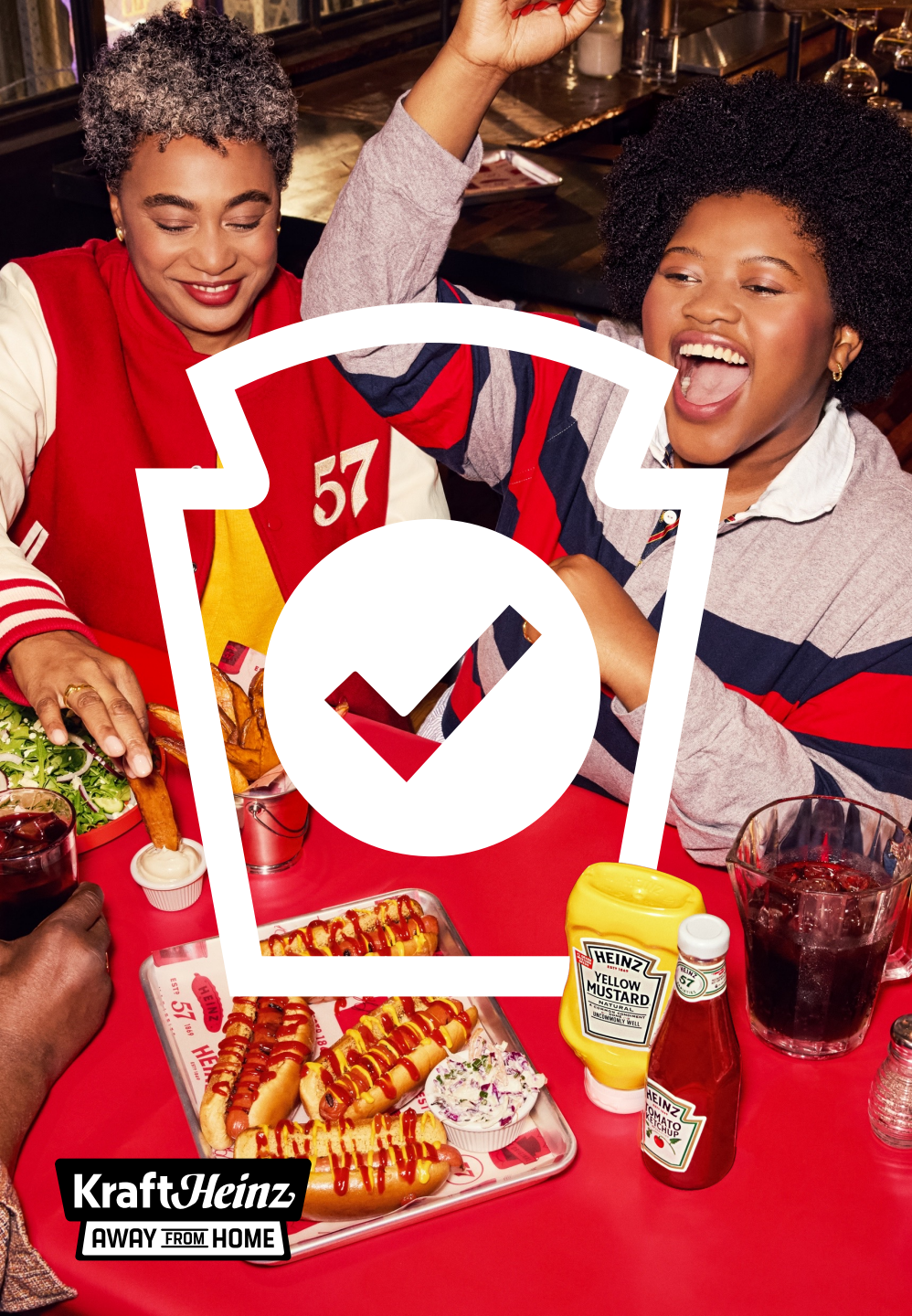
Automated back of house solution that creates a consistent, simplified way to dispense sauce



HEINZ Keystone

New design improves our best-in-class dispensers with increases product evacuation, increased ease to use and cleaning, and less maintenance with fewer parts.





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GET HEINZ VERIFIED TO HELP BOOST YOUR SALES

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- ✓ Bundling Discounts
- ✓ HEINZ Equipment Discounts
- ✓ Free Product Samples
- ✓ Marketing Support
- ✓ Exclusive Innovation from the HEINZ Sauce Vault
- ✓ Branded Elements & More!



**Get HEINZ Verified to
Start Unlocking Your Perks**

www.KraftHeinzAwayFromHome.com/GetHeinzVerified

PRODUCT LINE

TAKE OUT & OFF-PREMISE EATING IS EXPANDING

Look to Kraft Heinz for all your portion control needs to meet growing demand for on-the-go offerings.

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SKU	Description	Format	Unit Size	Case Count	Distributor Code
00130005121500	HEINZ Ketchup Single Serve	Sachet	7g	750	FPO
00130009849000	HEINZ Ketchup Single Serve	Sachet	7g	1000	FPO
00130009832000	HEINZ Ketchup Single Serve	Sachet	9g	200	FPO
00130009801000	HEINZ Ketchup Single Serve	Sachet	9g	500	FPO
00130009848000	HEINZ Ketchup Single Serve	Sachet	9g	1000	FPO
00130005134000	HEINZ Ketchup Single Serve	Sachet	9g	1500	FPO
00130005560000	Simply HEINZ Ketchup Single Serve	Sachet	9g	1000	FPO
00130005650000	Heinz Low Sodium Ketchup	Sachet	9g	1000	FPO



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PERFECT FOR HOT DOGS, BURGERS, FRIES & MORE

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Your can leverage the trusted HEINZ branded experience across every touchpoint for your guests.



SKU	Description	Format	Unit Size	Case Count	Distributor Code
00130005121500	HEINZ Ketchup Inverted Bottle 14oz	Bottle	14oz	16	FPO
00130009849000	HEINZ Ketchup Inverted Bottle 20oz	Bottle	20oz	30	FPO
00130009832000	HEINZ Ketchup Inverted Bottle 20oz	Bottle	20oz	12	FPO
00130009801000	HEINZ Ketchup Glass Bottle	Bottle	14oz	24	FPO
00130009848000	HEINZ Ketchup Thunderbird Bottle	Bottle	14oz	16	FPO
00130005134000	Simply HEINZ Ketchup Bottle 19.5oz	Bottle	19.5oz	30	FPO





IDEAL FOR COMMERCIAL KITCHENS AND CONCESSIONS

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HEINZ has a solution for all your Ketchup needs.



SKU	Description	Format	Unit Size	Case Count	Distributor Code
00130005129000	HEINZ KETCHUP #10 Tin Can	Can	10lbs	16	FPO
00130005149100	HEINZ Ketchup #10 Jug	Jug	10lbs	30	FPO
00130005155000	HEINZ Ketchup Dispenser Pack	Pouch	1.5 Gal	12	FPO
00130005156800	HEINZ Low Sodium Ketchup Dispenser Pack	Pouch	1.5 Gal	24	FPO
00130005137000	HEINZ Ketchup 10 Pouch Pack	Pouch	114oz	16	FPO
00130005156600	HEINZ Low Sodium Ketchup Pouch Pack	Pouch	114oz	30	FPO
130005112000	HEINZ Organic Ketchup Volpak	Pouch	3 Gal	6	FPO
00130005119000	Heinz Ketchup Volpak	Pouch	3 Gal	6	FPO
00130005114500	Simply HEINZ Ketchup Volpak	Pouch	3 Gal	2	FPO
00130005155600	Simply HEINZ Ketchup Dispenser Pack	Pouch	1.5 Gal	2	FPO
130006225600	Simply HEINZ Ketchup Pouch Pack	Pouch	114oz	6	FPO

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TRUSTED, FLAVORFUL TASTE OF CLASSIC HEINZ MUSTARD

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Made with 100% natural ingredients including #1 grade mustard seeds, this natural mustard delivers the classic yellow mustard taste you know and love.



SKU	Description	Format	Unit Size	Case Count	Distributor Code
00130005306000	HEINZ Yellow Mustard	Sachet	.2oz	200	FPO
00130005305000	HEINZ Yellow Mustard	Sachet	.2oz	500	FPO
00130005307000	HEINZ Yellow Mustard	Sachet	.2oz	1000	FPO
00130000029600	Simply HEINZ Yellow Mustard	Sachet	5.5g	500	FPO
00130005312000	HNZ HONEY MUSTARD SS	Sachet	12g	200	FPO
00130007144000	HEINZ HONEY MUSTARD RTCUP	Dip Cup	1oz	100	FPO
00130005246000	HEINZ HONEY MUST SCE RDCUP	Dip Cup	2oz	60	FPO
00130003810100	SMP HNZ HONEY MUSTARD RTCUP	Dip Cup	1oz	100	FPO
00130000022100	HEINZ Yellow Mustard Inverted Bottle	Bottle	9oz	16	FPO
00130000073100	HEINZ Yellow Mustard Inverted Bottle	Bottle	13oz	16	FPO
00130004093600	HEINZ Yellow Mustard Forever Full Bottle	Bottle	12.75oz	16	FPO
130006522000	HEINZ Yellow Mustard Jug	Jug	6.5lb	6	FPO
00130006927500	HEINZ Yellow Mustard Dispenser Pack	Pouch	.75 Gal	2	FPO
00130006520000	HEINZ Yellow Mustard Dispenser Pack	Pouch	1.5 Gal	2	FPO
00130009804500	HEINZ Honey Mustard Dispenser Pack	Pouch	1.5 Gal	2	FPO

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IT HAS TO BE HEINZ DIP & SQUEEZE

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Expanding the assortment of Dip & Squeeze!
New Flavors, available now!

SKU	Description	Unit Size	Case Count	Distributor Code
10013000003084	HEINZ Yellow Mustard 200 .20Z	.2oz	200	FPO
00013000014502	HEINZ Yellow Mustard 500 .20Z	.2oz	500	FPO
00013000014496	HEINZ Yellow Mustard 1000 .20Z	.2oz	1000	FPO
00013000014885	Simply HEINZ Yellow Mustard 500 5.5GM	5.5g	500	FPO
00013000014967	HNZ HONEY MUSTARD SS 200 12GM	12g	200	FPO
00013000014943	HEINZ HONEY MUSTARD RTCUP100 10Z	1oz	100	FPO
00013000014950	HEINZ HONEY MUST SCE RDCUP 60 20Z	2oz	60	FPO
00013000014936	SMP HNZ HONEY MUSTARD RTCUP100 10Z	1oz	100	FPO



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MAYO, BBQ, RANCH



SKU	Description	Format	Unit Size	Case Count	Distributor Code
00130005317000	HEINZ Real Mayonnaise	Sachet	12g	200	FPO
00130005314000	HEINZ Real Mayonnaise	Sachet	12g	500	FPO
00130000029300	Simply HEINZ Mayonnaise	Sachet	12g	200	FPO
00130005167000	HEINZ Mayonnaise Dispenser Pack	Pouch	1.5 Gal	24	FPO

SKU	Description	Format	Unit Size	Case Count	Distributor Code
00130005331000	HEINZ Ranch Dressing	Sachet	12g	200	FPO
00130003571500	HEINZ Light Ranch Dressing Rectangle Cup	Dip Cup	.7oz	100	FPO
00130007148000	HEINZ Ranch Dressing Rectangle Cup	Dip Cup	.75oz	100	FPO
00130005443000	HEINZ Ranch Dressing Rectangle Cup	Dip Cup	2oz	60	FPO
00130009804200	HEINZ Ranch Dispenser Pack	Pouch	1.5 Gal	2	FPO

SKU	Description	Format	Unit Size	Case Count	Distributor Code
00130005338000	HEINZ Barbecue Sauce 200 12GM	Sachet	12g	200	FPO
00130007146000	HEINZ Barbecue Sauce Rectangle Cup	Dip Cup	1oz	100	FPO
00130005245000	HEINZ Barbecue Sauce Rectangle Cup	Dip Cup	2oz	60	FPO
00130005395000	HEINZ Hickory Smoke BBQ Jug	Jug	1 Gal	4	FPO
00130005001000	HEINZ Barbecue Dispenser Pack	Pouch	1.5 Gal	2	FPO

ALL OTHER CONDIMENTS AND SAUCES

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SKU	Description	Format	Unit Size	Case Count	Distributor Code
00130005318000	HEINZ Sweet Relish	Sachet	9g	200	FPO
130005315000	HEINZ Sweet Relish	Sachet	.31oz	500	FPO
00130005316000	HEINZ Tartar Sauce	Sachet	12g	200	FPO
00130005313000	HEINZ Tartar Sauce	Sachet	12g	500	FPO
00130005324000	HEINZ Mild Taco Sauce	Sachet	9g	200	FPO
00130009868000	HEINZ Hot Taco Sauce	Sachet	9g	500	FPO
00130005336000	HEINZ Malt Vinegar	Sachet	9g	200	FPO
00130005322000	HEINZ Horseradish Sauce	Sachet	12g	200	FPO
00130007147000	HEINZ Tartar Sauce Rectangle Cup	Dip Cup	.75oz	100	FPO
00130005123200	HEINZ Zesty Buffalo Sauce Rectangle Cup	Dip Cup	.875oz	100	FPO
130007138000	HEINZ Sweet & Sour Sauce Rectangle Cup	Dip Cup	1oz	100	FPO
00130007145000	HEINZ Cocktail Sauce Rectangle Cup	Dip Cup	1oz	100	FPO
00130000136000	HEINZ Honeyracha Sauce Rectangle Cup	Dip Cup	1oz	100	FPO
130006448000	HEINZ Buffalo Hot Sauce Round Dip Cup	Dip Cup	2oz	60	FPO
00130000137000	HEINZ Honeyracha Sauce Round Dip Cup	Dip Cup	2oz	36	FPO
00130005284000	HEINZ Salsa Round Cup	Dip Cup	2oz	60	FPO
00130005293000	HEINZ Marinara Sauce Round Cup	Dip Cup	2oz	100	FPO



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ALL OTHER CONDIMENTS AND SAUCES

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SKU	Description	Format	Unit Size	Case Count	Distributor Code
00130005266000	HEINZ 57 Sauce Bottle	Bottle	5oz	24	FPO
00130005262000	HEINZ 57 Sauce Bottle	Bottle	10oz	12	FPO
00130005263000	HEINZ 57 Sauce Bottle	Bottle	15oz	12	FPO
130000017900	HEINZ Gourmet Malt Vinegar Glass Bottle	Bottle	12 Fl oz	12	FPO
001300000076200	HEINZ Apple Cider Vinegar Jug	Jug	1 Gal	6	FPO
001300000075400	HEINZ White Vinegar Jug	Jug	1 Gal	6	FPO
130005118000	HEINZ Chili Sauce Tin	Tin	7lbs 2oz	6	FPO
00130005132000	HEINZ Seafood Cocktail Sauce Tin	Tin	7lbs 2oz	6	FPO
00130005138000	HEINZ Chili Sauce Pouch	Pouch	7lb 2oz	6	FPO
130005288000	HEINZ Worcestershire Sauce Jug	Jug	1 Gal	4	FPO
00130006062700	HEINZ 57 Sauce Jug	Jug	128 Fl oz	2	FPO
00130009804300	HEINZ Sweet Relish Dispenser Pack	Pouch	1.5 Gal	2	FPO
001300000082200	HEINZ Malt Vinegar English Style Jug	Jug	1 Gal	4	FPO
001300000082700	HEINZ Apple Cider Vinegar Jug	Jug	1 Gal	4	FPO
001300000083400	HEINZ Red Wine Vinegar Jug	Jug	1 Gal	4	FPO

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CREATIVE KETCHUP RECIPE GUIDE

Simply add these ingredients to HEINZ Ketchup
to create your own custom sauce creations

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Name	+1 Ingredient	+2 Ingredient	Description
Hickory Honey	Mesquite BBQ Seasoning	Brown Sugar	A signature BBQ Sauce-like topping that pairs well with chicken tenders or onion rings
Spicy Mexican	Tapatio Hot Sauce		Add a spicy kick with Tapatio's well-balanced blend of red chiles, garlic, and spices
Siracha Lime	Lime Juice	Siracha	A bold flavor best fit as a burger topping or tater top dip
Truffle	Black Truffle Oil		Ideal as a dip, this is an earthy, upscale twist to everyday ketchup
English Pub Sauce	Worcestershire Sauce		Savory umami notes balanced with the sweetness of HEINZ ketchup
Balsamic Garlic	Balsamic Vinegar	Garlic Powder	A unique upscale dip for fries
Jalapeño	Jalapeños Deseeded & Diced		Best paired with a Southwestern-style dish or black bean burger
Teriyaki Ketchup	Teriyaki Sauce	Garlic	Traditional teriyaki flavor with a tomato base
Curry	Curry Powder	Lime Juice	Indian spices with some citrus – a creative way to spice up a sandwich
Garlic	Dry Pan Roasted Garlic	Olive Oil	A very versatile sauce to pair with sweet potato fries, onion rings, and more
Cocktail Sauce	Horseradish Sauce		A simple and creamy cocktail sauce
Country Grill	Instant Espresso	Light Brown Sugar	Coffee lends an earthy char flavor making it an ideal pairing with a good steak or burger

