



Kraft Heinz's Commitment to Quality & Nutrition

A legacy of better food for every meal table.

For Kraft Heinz, it all starts at the source.

Farming is the heart of our story – from soil to table, every product reflects the care, expertise, and responsibility we bring to nourishing people around the world, prioritizing quality ingredients that are safe and backed by nutritional science.

We purchase billions of dollars of agricultural goods from American farmers, including sourcing more tomatoes in the U.S. than any other company (Heinz Tomato Ketchup). Ore-Ida potatoes are grown in Idaho and other U.S. states; many of our Claussen pickles/cucumbers are grown in Ohio; and dairy for Philadelphia Cream Cheese comes from Upstate New York.



*We set rigorous, science-based nutrition targets to guide how we continue to renovate and innovate our portfolio. Established in 2020, our **Kraft Heinz Global Nutrition Targets** set category-specific limits for saturated fat, sugars, sodium, and calories. These targets have guided work over the past five years to **make over 1,000 recipe changes to add protein and fiber, and reduce sugar, sodium, and saturated fat.***

The vast majority of our products – 90% – use natural or no colors, and we've been on a long journey to reduce our use of FD&C colors across the remainder of our portfolio, including removing artificial colors, preservatives, and flavors from our iconic Kraft Mac & Cheese in 2016. Our iconic Heinz Tomato Ketchup has never used artificial dyes – the red color comes from the world's best tomatoes.

2016

Removed artificial flavors, preservatives, and dyes from Kraft Mac & Cheese.

2020

Established Kraft Heinz Global Nutrition Targets.

2020–2025

1,000+ recipe changes.

2025

Reduced nearly 55 million pounds of sugar across our portfolio.

We believe in the power of our products to positively impact global health – grounded in science, guided by balance, and crafted with purpose.

Product Highlights:



To learn more, please visit kraftheinz.com/made-by-us

