

NEW

HEINZ SMOKY HARISSA AIOLI

ESTD 1869



HEINZ® Harissa Pepper Aioli was inspired and crafted by insights that are rooted in what excites and thrills consumers today. By asking questions around trends, themes and current operator challenges, we crafted this sauce to put a new twist on the familiar.

Smoky Harissa Aioli features a smoky, roasted pepper blend with a mild heat and a North African and Middle Eastern flair.



84% of consumers are interested in international flavors and cuisines¹

46% of consumers find smoky flavors appealing/extremely appealing²

Description	SUPC	GTIN	Unit Size	Case Size
HEINZ Smoky Harissa Aioli	7439498	13000014403	32oz Cryovac Bags	4



Exclusively distributed by Sysco starting April 2026

Segments

- Bar & Grill
- Fast Casual
- Casual Dining
- QSR
- C&U
- Healthcare
- Lodging
- Stadiums
- B&I



Dips are used multiple times weekly, driving traffic, supporting **premium pricing** and **upsells**. HEINZ® operators saw a **14% sales lift** in 2024; 84% of consumers prefer restaurants that serve HEINZ®.



Built from global insights, our **trend-forward yet familiar flavors** inspire exploration—especially among Gen Z, who seek variety, excitement, and versatility.



Sauces **elevate** any meal—hot or cold, dine-in or to-go—adding all-day **versatility** and transforming familiar dishes.



Bulk pouches **streamline prep**, speed service, and add fast flavor for **menu differentiation**.



Kraft Heinz
AWAY FROM HOME

Contact your Sysco sales rep to order

1 - AFH Idea Screen Report Dig Insights Nov 2024; Tastewise 10/2024;
2 - Technomic Flavors Report 2023

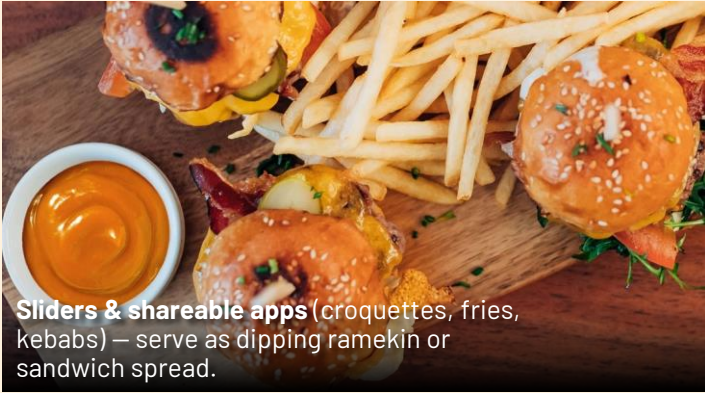
www.kraftheinzawayfromhome.com
TM & © 2025 H.J. Heinz Brands, TM & © 2025 Kraft Foods

NEW

HEINZ
ESTD 1869

Smoky Harissa Aioli

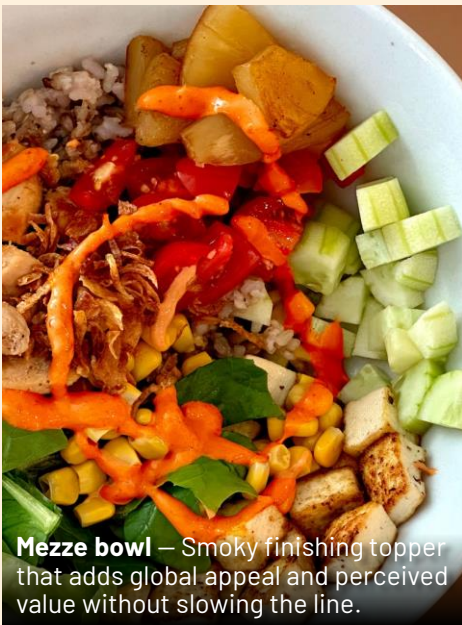
HEINZ® Smoky Harissa Aioli adds flavorful depth, color, and mild heat to everything it touches, from burgers and wraps to grain bowls and flatbreads. Use it as a dip, spread, dressing, or drizzle and watch familiar dishes turn into flavor-forward favorites.



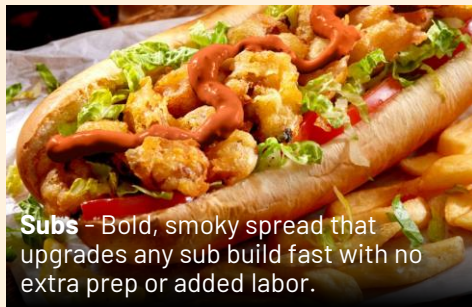
Sliders & shareable apps (croquettes, fries, kebabs) – serve as dipping ramekin or sandwich spread.



Flatbreads & pizzas (post-bake finish) – premium finishing touch that justifies price elevation; dollop or pipe on after bake.



Mezze bowl – Smoky finishing topper that adds global appeal and perceived value without slowing the line.



Subs – Bold, smoky spread that upgrades any sub build fast with no extra prep or added labor.



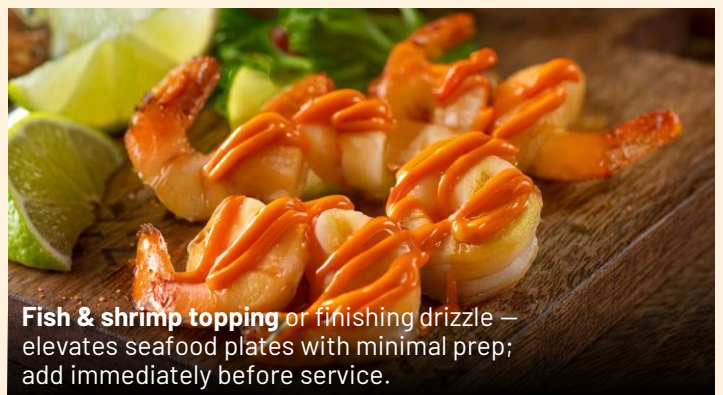
Chicken tenders – Complex dip that appears premium and keeps tenders feeling fresh and differentiated with zero added steps.



Fries & chips dip – Enhances host foods easily in ramekins or squeeze bottles for speed.



Burritos & wraps – Versatile applications across wraps or burritos; dip, drizzle or spread and boost flavor.



Fish & shrimp topping or finishing drizzle – elevates seafood plates with minimal prep; add immediately before service.