

SEGMENT SPECIFIC WHY TO BUY GUIDE

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UPC: 00013000015554
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 - Independent
 - Non-Comm
 - Chains



WHAT IS HEINZ® PICKLE KETCHUP

Pickle obsession is on the rise, with 73 percent of Americans saying they enjoy the taste of pickles.¹

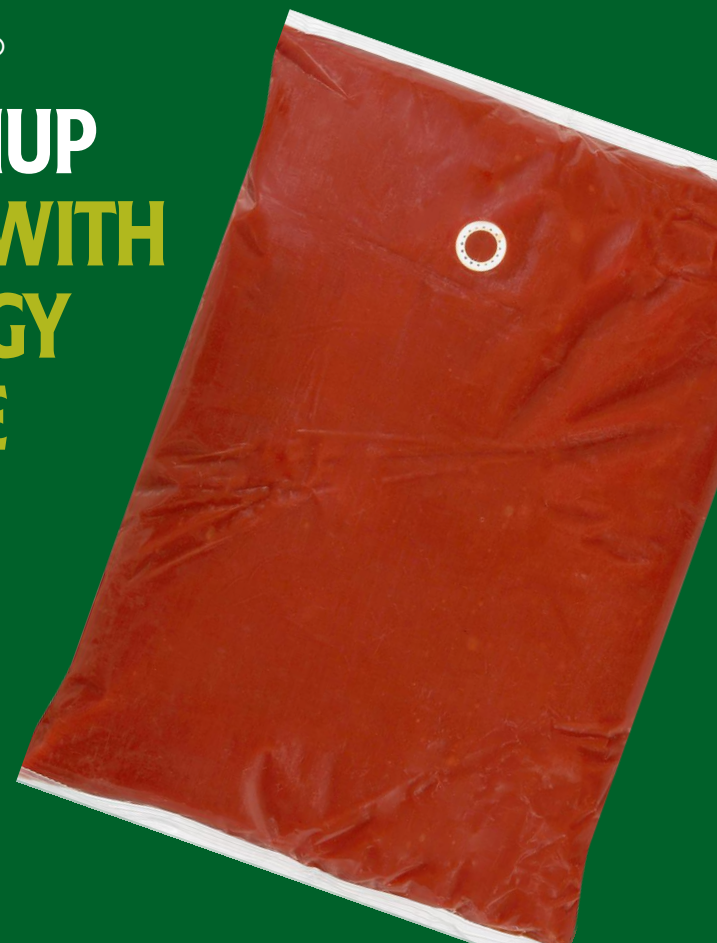
No one knows pickles like HEINZ®.

From the tiny gherkin on our iconic keystone label to Pickle Ketchup itself, HEINZ® brings two beloved heritage products together in one craveable condiment, built to win with Heinz® fans and pickle lovers everywhere.



PICKLE'S SAVORY & SOUR FLAVOR PERFECTLY COMPLEMENTS THE SWEETNESS OF HEINZ® KETCHUP

HEINZ® KETCHUP NOW WITH A TANGY PICKLE TASTE

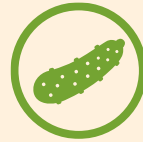


PICKLE FLAVOR IS EVERYWHERE



CONTINUING POPULARITY

Pickle is on 45.5% of menus and expected to grow another 5% in the next 4 years.



LTO EXCITEMENT

Pickle LTOs are up 22% between 2023 and 2024



CONSUMER LOVE

70% of the general population like/love pickles



A Popeyes® pickle menu.
For pickle people.

Available now for a limited time.



Limited time at part. U.S. restaurants.



Datassential Consumer Preferences, Menu Trends, Launches & Ratings 2026

WHY PICKLE KETCHUP?

CONSUMERS ARE WILLING TO TRY NEW/UNIQUE FLAVORS IF SHOWCASED IN A TRADITIONAL WAY



68%

of consumers are more likely to try a new/unique flavor if it's showcased in a traditional/familiar way (agree completely, agree, somewhat agree).

PICKLE FLAVORED LTO BUILDS ARE EXPERIENCING STRONG GROWTH



22%

growth in Pickle LTOs between 2023 and 2024

CONSUMERS ARE LOOKING FOR RESTAURANTS TO PROVIDE INNOVATIVE FLAVORS



70%

of consumers are likely to visit a restaurant with innovative flavors

REASONS TO BELIEVE



Heinz® Pickle Ketchup provides consistent rich, bold ketchup flavor across operations, staffing levels, and usage occasions.

Receive reliable texture and flavor vs BOH alternatives.

Consistent pickle flavor without juice separation.



Broad BOH utility across a variety of menu applications. Leverage Heinz® Pickle Ketchup pouches without equipment.

Ease of use between dispenser & BOH application.

See recipe pages to demonstrate versatility.



Heinz® Pickle Ketchup delivers on the popularity of ketchup while providing a twist that delivers on craveable pickle flavor.

Serve your customers with a sauce that's familiar but new!



Bulk pouches can be used with Heinz® dispensers or BOH without equipment.

See recipe pages for a demonstration of Heinz® Pickle Ketchup's versatility.

CHAIN OPERATORS MUST DIFFERENTIATE WITH INNOVATIVE SAUCES TO COMPETE

SAUCES ARE AN EASY ENTRY POINT TO INNOVATION & CHAINS WIN WITH SCALE

CONSUMERS EXPECT CHAINS TO OFFER NEW AND EXCITING OFFERINGS

60%

of consumers expect chain restaurants to introduce new or unique flavors every 3 months or more often¹

NEW AND EXCITING FLAVORS ARE DRIVING TRAFFIC AT CHAIN RESTAURANTS

70%

of consumers are more likely to visit a restaurant with innovative flavors

CONDIMENTS ARE AN EXCELLENT WAY FOR CHAIN PATRONS TO TRY NEW SAUCES

48%

of consumers are more likely to try a new flavor as a sauce, condiment, or side¹



INDEPENDENT RESTAURANTS ARE LOOKED TO FOR FLAVOR INNOVATION

DELIVER TO THE DESIRE FOR INNOVATION WITH PICKLE KETCHUP

CONSUMERS SEEK OUT INDEPENDENTS MORE SO THAN CHAINS TO TRY NEW FLAVORS

72%
of consumers prefer independent restaurants over chains when seeking innovative flavors

PATRONS ARE LOOKING FOR NEW FLAVOR COMBINATIONS IN CONDIMENTS

65%
of consumers enjoy new flavor combinations in condiments

CONDIMENTS ARE AN EXCELLENT WAY FOR CHAIN PATRONS TO TRY NEW SAUCES

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NON-COMMERCIAL

OPPORTUNITIES WITH EXPLORATORY YOUNGER CONSUMERS

C&U, STADIUMS, AND LODGING ARE RIPE FOR PICKLE KETCHUP

YOUNGER CONSUMERS ARE MORE LIKELY TO SEEK OUT RESTAURANTS BECAUSE OF INNOVATIVE FLAVORS

78%

of Millennials and 67% of Gen Z are more likely to visit a restaurant that offers new/innovative flavors.

PATRONS ARE LOOKING FOR NEW FLAVOR COMBINATIONS IN CONDIMENTS

65%

of consumers enjoy new flavor combinations in condiments

NONCOMMERCIAL OPERATORS ARE SEEKING TIME AND LABOR SAVING EASY TO USE SAUCES

85%

of non-commercial operators say easy-to-use sauces, condiments, and dressings are essential; more than any other operator segment



FORMAT & APPLICATIONS

**CONSUMER FACING
FRONT-OF-HOUSE DISPENSER**

OR

**VERSATILE BACK-OF-HOUSE
POUCH PACK**

