

NEW

HEINZ

ESTD 1869

PICKLE KETCHUP



HEINZ® Pickle Ketchup blends savory & tangy pickle flavor with the delicious rich sweetness of HEINZ® Ketchup

PAIRS BEST WITH:



Chicken



Fries



Burger

63%

of consumers are more likely to try new flavors from brands they already use (and most Ketchup consumers are using HEINZ®!)³



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

SAUCE

FORMAT GTIN

BULK FORMAT

Heinz® Pickle Ketchup
Dispenser Pack

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1.5 Gal, 2 ct

AVAILABLE FORMAT

**1.5-Gal Dispenser
Bag (2ct per case)**

