

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

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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

This fully customizable digital sauce dispenser, let's your customers create their own custom sauce with over 1000+ possibilities.



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

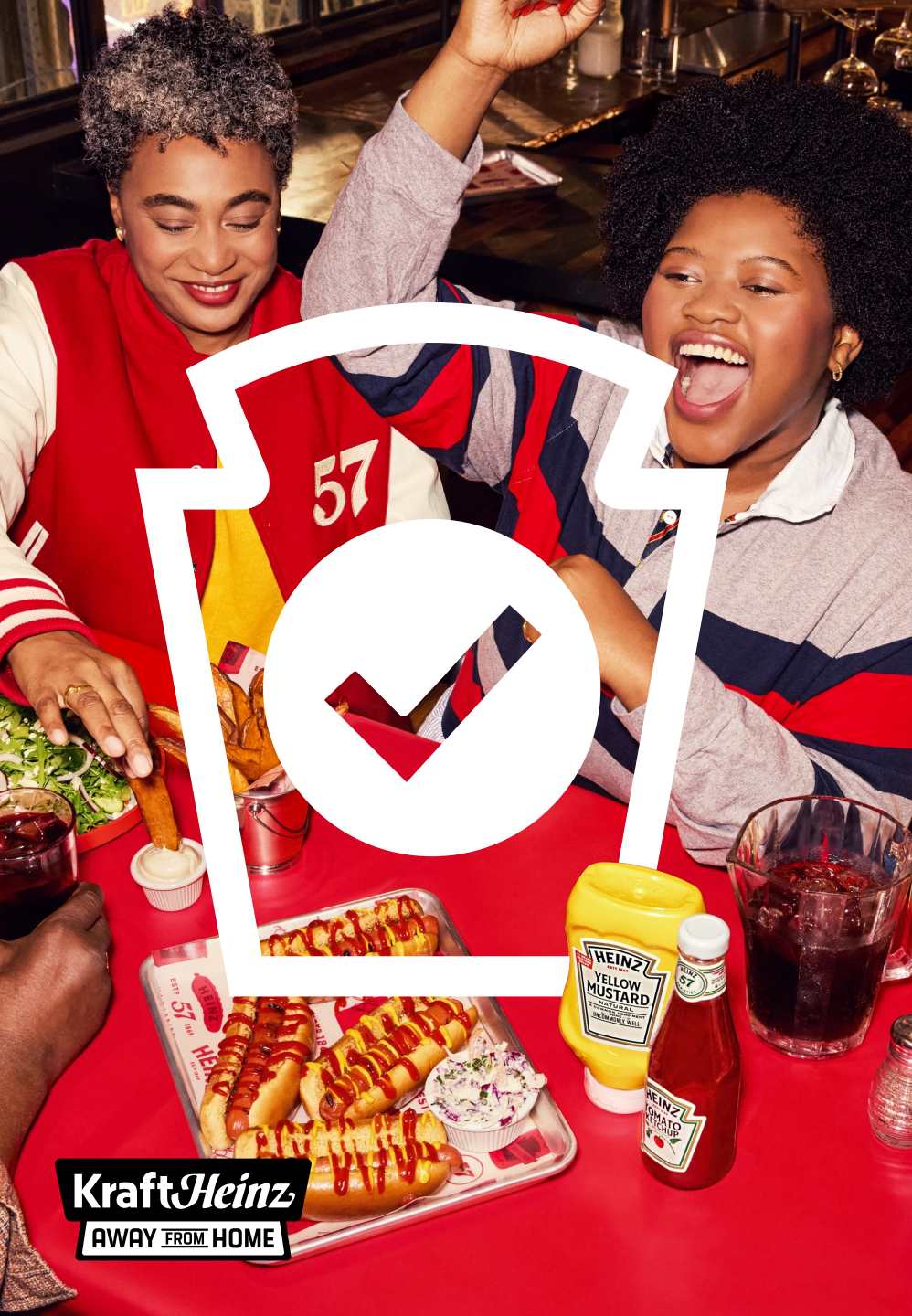
Automated back of house solution that creates a consistent, simplified way to dispense sauce



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.



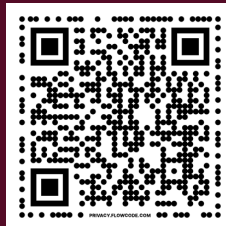


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GET HEINZ VERIFIED TO HELP BOOST YOUR SALES

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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	SUPC
00130005121500	HEINZ Ketchup Single Serve	Sachet	7g	750	
00130009849000	HEINZ Ketchup Single Serve	Sachet	7g	1000	1126101
00130009832000	HEINZ Ketchup Single Serve	Sachet	9g	200	4431821
00130009801000	HEINZ Ketchup Single Serve	Sachet	9g	500	4407060
00130009848000	HEINZ Ketchup Single Serve	Sachet	9g	1000	7068774
00130005134000	HEINZ Ketchup Single Serve	Sachet	9g	1500	8671950
00130005560000	Simply HEINZ Ketchup Single Serve	Sachet	9g	1000	1146911
00130005650000	Heinz Low Sodium Ketchup	Sachet	9g	1000	2495329



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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	SUPC
00130000072800	HEINZ Ketchup Inverted Bottle 14oz	Bottle	14oz	16	7620281
00130000502000	HEINZ Ketchup Inverted Bottle 20oz	Bottle	20oz	30	6520779
00130000512000	HEINZ Ketchup Inverted Bottle 20oz	Bottle	20oz	12	
00130005139000	HEINZ Ketchup Glass Bottle	Bottle	14oz	24	4029526
00130005145000	HEINZ Ketchup Thunderbird Bottle	Bottle	14oz	16	1492097
00130000143800	Simply HEINZ Ketchup Bottle 19.5oz	Bottle	19.5oz	30	7264791





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	SUPC
00130005129000	HEINZ KETCHUP #10 Tin Can	Can	10lbs	6	4005948
00130005149100	HEINZ Ketchup #10 Jug	Jug	10lbs	6	6172118
00130005155000	HEINZ Ketchup Dispenser Pack	Pouch	1.5 Gal	2	7449051
00130005156800	HEINZ Low Sodium Ketchup Dispenser Pack	Pouch	1.5 Gal	2	3136191
00130005137000	HEINZ Ketchup #10 Pouch Pack	Pouch	114oz	2	4005963
00130005156600	HEINZ Low Sodium Ketchup Pouch Pack	Pouch	114oz	6	3184373
00130005112000	HEINZ Organic Ketchup Volpak	Pouch	3 Gal	1	6180576
00130005119000	Heinz Ketchup Volpak	Pouch	3 Gal	1	4029518
00130005114500	Simply HEINZ Ketchup Volpak	Pouch	3 Gal	1	294605
00130005155600	Simply HEINZ Ketchup Dispenser Pack	Pouch	1.5 Gal	2	1952494
00130006225600	Simply HEINZ Ketchup Pouch Pack	Pouch	114oz	6	2892646
00130000164700	HEINZ Cryovac Pouch Pack	Pouch	114oz	6	7483457

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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	SUPC
00130005306000	HEINZ Yellow Mustard	Sachet	.2oz	200	4073862
00130005305000	HEINZ Yellow Mustard	Sachet	.2oz	500	4006649
00130005307000	HEINZ Yellow Mustard	Sachet	.2oz	1000	4122594
00130000029600	Simply HEINZ Yellow Mustard	Sachet	5.5g	500	136943
00130005312000	HNZ HONEY MUSTARD SS	Sachet	12g	200	8832487
00130007144000	HEINZ HONEY MUSTARD RTCUP	Dip Cup	1oz	100	1973841
00130005246000	HEINZ HONEY MUST SCE RDCUP	Dip Cup	2oz	60	5134283
00130003810100	SMP HNZ HONEY MUSTARD RTCUP	Dip Cup	1oz	100	2621797
00130000022100	HEINZ Yellow Mustard Inverted Bottle	Bottle	9oz	16	4401758
00130000073100	HEINZ Yellow Mustard Inverted Bottle	Bottle	13oz	16	7783212
00130004093600	HEINZ Yellow Mustard Forever Full Bottle	Bottle	12.75oz	16	1530940
130006522000	HEINZ Yellow Mustard Jug	Jug	6.5lb	6	6206551
00130006927500	HEINZ Yellow Mustard Dispenser Pack	Pouch	.75 Gal	2	127470
00130006520000	HEINZ Yellow Mustard Dispenser Pack	Pouch	1.5 Gal	2	7938939
00130009804500	HEINZ Honey Mustard Dispenser Pack	Pouch	1.5 Gal	2	6097691

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IT HAS TO BE HEINZ DIP & SQUEEZE



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

SKU	Description	Unit Size	Case Count	SUPC
00130000030800	HEINZ Ketchup Dip & Squeeze	27g	500	225254
00130000145000	HEINZ Jalapeno Dip & Squeeze	26g	500	7270075
00130000144900	Simply HEINZ Ketchup Dip & Squeeze	26g	500	7296135
00130000148800	HEINZ Pickle Ketchup Dip & Squeeze	26g	500	7328863



MAYO, BBQ, RANCH



SKU	Description	Format	Unit Size	Case Count	SUPC
00130005317000	HEINZ Real Mayonnaise	Sachet	12g	200	4534319
00130005314000	HEINZ Real Mayonnaise	Sachet	12g	500	4581070
00130000029300	Simply HEINZ Mayonnaise	Sachet	12g	200	136935
00130005167000	HEINZ Mayonnaise Dispenser Pack	Pouch	1.5 Gal	2	2611739

SKU	Description	Format	Unit Size	Case Count	SUPC
00130005331000	HEINZ Ranch Dressing	Sachet	12g	200	4949954
00130003571500	HEINZ Light Ranch Dressing Rectangle Cup	Dip Cup	.75oz	100	3217678
00130007148000	HEINZ Ranch Dressing Rectangle Cup	Dip Cup	.75oz	100	1974179
00130005443000	HEINZ Ranch Dressing Round Cup	Dip Cup	2oz	60	4568259
00130009804200	HEINZ Ranch Dispenser Pack	Pouch	1.5 Gal	2	6098317

SKU	Description	Format	Unit Size	Case Count	SUPC
00130005338000	HEINZ Barbecue Sauce 200 12GM	Sachet	12g	200	4889507
00130007146000	HEINZ Barbecue Sauce Rectangle Cup	Dip Cup	1oz	100	1974534
00130005245000	HEINZ Barbecue Sauce Round Cup	Dip Cup	2oz	60	5082532
00130005395000	HEINZ Hickory Smoke BBQ Jug	Jug	1 Gal	4	4029476
00130005001000	HEINZ Barbecue Dispenser Pack	Pouch	1.5 Gal	2	5920855

ALL OTHER CONDIMENTS AND SAUCES

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SKU	Description	Format	Unit Size	Case Count	SUPC
00130005318000	HEINZ Sweet Relish	Sachet	9g	200	4541280
130005315000	HEINZ Sweet Relish	Sachet	.31oz	500	4667093
00130005316000	HEINZ Tartar Sauce	Sachet	12g	200	4533535
00130005313000	HEINZ Tartar Sauce	Sachet	12g	500	4581526
00130005324000	HEINZ Mild Taco Sauce	Sachet	9g	200	4893467
00130009868000	HEINZ Hot Taco Sauce	Sachet	9g	500	4122933
00130005336000	HEINZ Malt Vinegar	Sachet	9g	200	5320205
00130005322000	HEINZ Horseradish Sauce	Sachet	12g	200	4790036
00130007147000	HEINZ Tartar Sauce Rectangle Cup	Dip Cup	.75oz	100	1974211
00130005123200	HEINZ Zesty Buffalo Sauce Rectangle Cup	Dip Cup	.875oz	100	3852072
130007138000	HEINZ Sweet & Sour Sauce Rectangle Cup	Dip Cup	1oz	100	1974567
00130007145000	HEINZ Cocktail Sauce Rectangle Cup	Dip Cup	1oz	100	1973445
00130000136000	HEINZ Honeyracha Sauce Rectangle Cup	Dip Cup	1oz	100	7151049
130006448000	HEINZ Buffalo Hot Sauce Round Dip Cup	Dip Cup	2oz	60	5315102
00130000137000	HEINZ Honeyracha Sauce Round Dip Cup	Dip Cup	2oz	36	7164812
00130005284000	HEINZ Salsa Round Cup	Dip Cup	2oz	60	9746306
00130005293000	HEINZ Marinara Sauce Round Cup	Dip Cup	2oz	100	4560850



ALL OTHER CONDIMENTS AND SAUCES

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SKU	Description	Format	Unit Size	Case Count	SUPC
00130005266000	HEINZ 57 Sauce Bottle	Bottle	5oz	24	4007530
00130005262000	HEINZ 57 Sauce Bottle	Bottle	10oz	12	4040937
00130005263000	HEINZ 57 Sauce Bottle	Bottle	15oz	12	4367538
130000017900	HEINZ Gourmet Malt Vinegar Glass Bottle	Bottle	12 Fl oz	12	4122875
00130000076200	HEINZ Apple Cider Vinegar Jug	Jug	1 Gal	6	4296653
00130000075400	HEINZ White Vinegar Jug	Jug	1 Gal	6	4040895
130005118000	HEINZ Chili Sauce Tin	Tin	7lbs 2oz	6	4006045
00130005132000	HEINZ Seafood Cocktail Sauce Tin	Tin	7lbs 2oz	6	4029534
00130005138000	HEINZ Chili Sauce Pouch	Pouch	7lb 2oz	6	4706990
130005288000	HEINZ Worcestershire Sauce Jug	Jug	1 Gal	4	4236006
00130006062700	HEINZ 57 Sauce Jug	Jug	128 Fl oz	2	0564314
00130009804300	HEINZ Sweet Relish Dispenser Pack	Pouch	1.5 Gal	2	7763150
00130000082200	HEINZ Malt Vinegar English Style Jug	Jug	1 Gal	4	4040861
00130000082700	HEINZ Apple Cider Vinegar Jug	Jug	1 Gal	4	4045415
00130000083400	HEINZ Red Wine Vinegar Jug	Jug	1 Gal	4	6241053

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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

