

KraftHeinz

AWAY FROM HOME

COLLEGE & UNIVERSITY

PRODUCT PLAYBOOK



HEINZ CONDIMENTS & SAUCES



DRIVE SATISFACTION BY GIVING STUDENTS WHAT THEY REALLY WANT

Leading students
to sacrifice beloved
signature sauces



36% are on a meal plan
because it's cheaper than
eating off campus

44% of operators report
increasing meal plan
enrollment vs. 9% decreasing

GEN Z LOYALTY

Indexed vs. Gen. Pop



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EXECUTING SIGNATURE FLAVORS ON CAMPUS

SIGNATURE SAUCE CONCEPTS & INNOVATION



'LTO' (Lettuce, Tomato, Onion)

A refreshingly bold sauce combining cucumber, dill relish, and caramelized onion with a creamy, mayo-style base.



SAVORY TANGY

A creamy, well-rounded sauce that combines sweet and tangy flavors with a pepper-forward kick of heat.



HOT HONEY GARLIC

An upfront honey sweetness balanced by pungent garlic notes and cayenne heat, with a creamy mayonnaise finish.



SIGNATURE SAUCE DEVELOPMENT PROCESS

PAID RESEARCH

"What Makes a Craveable a Signature Sauce?"

CULINARY-LED SAUCE DEVELOPMENT

CONSUMER & CUSTOMER VALIDATION



SIGNATURE SAUCES

Perfect pairing with chicken and other host foods to create the ownable, authentic and craveable experience students are seeking.

TIMELESS TASTES FOR TODAY'S STUDENTS

Familiar flavors in formats
that work across campus.

MAJOR
CRAVINGS

FORMAT	GTIN	SODIUM	SUGAR	ALLERGENS	SERVING
HEINZ® 100/1 oz cup	10013000714607	240 mg	10 g	none	1 oz
HEINZ® 200/12 g	10013000533802	105 mg	4 g	none	12 oz
HEINZ® BBQ Sauce 2/1.5	10013000500101	310 mg	13 g	none	2 tbsp
KRAFT® Ranch 60/1.5 oz	10021000671202	370 mg	3 g	egg milk	1.5 oz
KRAFT® Ranch 200/1.44 oz	10013000533109	100 mg	1 g	egg milk	44 oz
KRAFT® Ranch 4/1 gal	10021000643544	250 mg	1 g	egg milk	2 tbsp
HEINZ® Ranch 2/1.5 gal	10013000980422	250 mg	1 g	egg milk	2 tbsp

MORE WAYS TO DIP INTO FLAVOR

FORMAT	GTIN	SODIUM	SUGAR	ALLERGENS	SERVING
HEINZ® Ketchup Portion Control 1000/ 9 g	13000984802	90 mg	2 g	none	1 packet
HEINZ® Ketchup Portion Control 500/ 9 g	13000980101	90 mg	2 g	none	1 packet
HEINZ® Ketchup 2/1.5 gal dispenser pack	13000515501	180 mg	4 g	none	1 tbsp
HEINZ® Ketchup Bulk-Other 6/114 oz	13000622568	170 mg	4 g	none	1 tbsp
KRAFT® Mayonnaise 500/12 g	10021000665263	65 mg	0 g	egg	12g
HEINZ® Mayonnaise 200/12 g	10013000531709	65 mg	0 g	egg	12g
HEINZ® Mayonnaise 2/1.5 gal	10013000516706	85 mg	0 g	egg	1 tbsp
Pure KRAFT® Mayo 4/1 g	10021000051806	75 mg	0 g	egg	1 tbsp
KRAFT® Deluxe Mayonnaise	10021000648297	85 mg	0 g	egg	1 tbsp
HEINZ® Yellow Mustard 500/.2 oz	10013000530504	65 mg	0 g	none	.2 oz
HEINZ® Yellow Mustard 200/.2 oz	10013000530603	65 mg	0 g	none	.2 oz
HEINZ® Honey Mustard 100/1 oz	10013000714409	160 mg	7 g	none	1 oz
HEINZ® Yellow Mustard 2/1.5gal	10013000652008	60 mg	0 g	none	1 tsp

MAC & CHEESE

GIVE CAMPUS CRAVINGS THE CHEESY TREATMENT



COMFORT FOOD ALWAYS MAKES THE GRADE

White Cheddar has the edge with adults.

MAC & CHEESE PERCEPTIONS BY TYPE OF CHEESE

Total Sample

YELLOW CHEDDAR

WHITE CHEDDAR

48%

Craveable

50%

45%

Is a Mac & Cheese
adults love

50%

37%

Best Tasting

38%

56%

Is a Mac & Cheese
kids love

34%



KRAFT Deluxe Original Cheddar

Your traditional mac & cheese with a homemade feel featuring hearty elbow noodles and a creamy, cheesy sauce.



KRAFT DELUXE WHITE CHEDDAR
Mac & Cheese (Bulk)



KRAFT BLUE BOX
Mac & Cheese (Bulk)

ALL VARIETIES. ALL CHEESE.



ITEM	GTIN	FORMAT	UNIT SIZE	CASE SIZE
KRAFT®				
SINGLE SERVE				
DELUXE WHITE CHEDDAR MAC AND CHEESE	00021000083725	BAG	7 OZ	36
BLUE BOX MAC AND CHEESE	10021000704436	BAG	7 OZ	36
BULK				
DELUXE WHITE CHEDDAR MAC AND CHEESE	00021000083732	BAG	4 LB	4
DELUXE YELLOW CHEDDAR MAC AND CHEESE	00021000085774	BAG	4 LB	4
QUALITY CHEF®				
BULK				
Macaroni & Cheese	10032414213049	BAG	7 LB	4



SOUPS

CONVENIENT SOUPS FOR SERVING OR BUILDING NEW DISHES



SOUP IS ON THE SYLLABUS

We're on a mission to bring best-in-class soups to campus.

37% Soup distributor sales have **GROWN** in the last 3 years.*

DELICIOUS SOUPS FIT FOR ALL SEASONS



SOUTHWESTERN CHICKEN NOODLE

REDUCED SODIUM

Chicken Noodle soup, southwest spice blend, green chilies, cilantro

MEDITERRANEAN CHICKEN FLORENTINE

Stuffed Potato soup, orzo pasta, lemon juice, diced tomato

FALL/WINTER:

Chili
Baked Potato
Butternut Squash
French Onion
Buttery Grilled Cheese Tomato
Clam Chowder

SPRING/SUMMER:

Minestrone
Old Fashioned Creamy Tomato
Roasted Red Pepper Gouda
Chicken Noodle
Market Vegetable
Corn Chowder



Ready-to-heat frozen bags: 4/4lb. and 4/8lb.

WARM UP THE MENU

ITEM	GTIN	FORMAT	UNIT SIZE	CASE SIZE
CHEF FRANCISCO® by HEINZ				
Grandma's Chicken Noodle	00071398980014	BAG	8 LB	4
Creamy Broccoli Cheese	00071398982018	BAG	8 LB	4
Italian Style Tomato Bisque	00071398959010	BAG	8 LB	4
Timberline Chili	10032414199237	BAG	8 LB	4
Boston Clam Chowder	10070085162976	TUB	4 LB	4
Baked Potato	00071398934017	BAG	8 LB	4
Chicken & Dumplings	10032414215043	Bag	8 LB	4
Chuckwagon Chili	10032414623046	BAG	8 LB	4
Cheesy Chicken Tortilla	10032414635049	BAG	8 LB	4
Old Fashioned Chicken Noodle	10070085606593	TUB	4 LB	4
Homestyle Chicken Noodle	10070085346055	TUB	4 LB	4
Homestyle Chicken Noodle	10070085346055	TUB	4 LB	4
Homestyle Garden Vegetable	00071398906014	BAG	8 LB	4
Broccoli and Cheese with Florets	10070085163478	TUB	4 LB	4
TRUE SOUPS BY HEINZ®				
Broccoli and Cheddar	00071398113016	BAG	8 LB	4
Mushroom and Brie	00071398355218	BAG	4 LB	4
Loaded Baked Potato with Bacon	00071398220011	BAG	8 LB	4
Chicken Noodle	00071398107015	BAG	8 LB	4



DRESSINGS FRESH THINKING STARTS HERE

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MAKE THE MENU BEST DRESSED

26% of students have
at least one
dietary restriction



FRONT OF HOUSE

BULK: 1.5 GAL Cryovac
bag for Dispensers

PORTION CONTROL SACHET,
1oz or 2oz Dip Cups, D&S



PORTION CONTROL SACHET
(TO-GO, ON PREMISE)



BACK OF HOUSE

BULK: 1 GAL Jug
31oz Bottle

PUT MORE FLAVOR IN THE MIX

FORMAT	GTIN	FORMAT	UNIT SIZE	CASE SIZE
KRAFT® DRESSINGS				
PORTION CONTROL				
CREAMY CAESAR	10021000011497	POUCH	1.5 OZ	60
RANCH	10021000671202	POUCH	1.5 OZ	60
BALSAMIC VINAIGRETTE	10021000011480	POUCH	1.5 OZ	60
RANCH FAT FREE	00021000667505	POUCH	1.5 OZ	60
GOLDEN ITALIAN	10021000671219	POUCH	1.5 OZ	60
BLUE CHEESE	10021000671196	POUCH	1.5 OZ	60
1000 ISLAND	10021000671189	POUCH	1.5 OZ	60
BULK				
RANCH	10021000643544	JUG	1 GAL	4
BUTTERMILK RANCH	10021000643995	JUG	1 GAL	4
HONEY MUSTARD	10021000705242	JUG	1 GAL	4
CREAMY CAESAR	10021000705068	JUG	1 GAL	4
COLE SLAW	10021000643827	JUG	1 GAL	4
POURABLE BLUE CHEESE	10021000648860	JUG	1 GAL	4
FAT FREE RASPBERRY VINAIGRETTE	10021000647429	JUG	1 GAL	4
BALSAMIC VINAIGRETTE	10021000705174	JUG	1 GAL	4
GOLDEN ITALIAN	10021000643032	JUG	1 GAL	4
POURABLE THOUSAND ISLAND	10021000643025	JUG	1 GAL	4
HEINZ® DRESSINGS				
PORTION CONTROL				
RANCH	10013000714805	CUP	.75 OZ	100
RANCH	10013000533109	PACKET	12 G	200



FRESH PICKS



PHILADELPHIA
CREAM CHEESE

THE ORIGINAL
SINCE 1872



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PHILLY IS THE PREMIUM CREAM CHEESE

78%

of consumers are willing to pay for items when branded with PHILADELPHIA



FRESH INGREDIENTS

PHILADELPHIA is made with fresh milk and real cream

5
SIMPLE
INGREDIENTS

THE BEST INGREDIENTS

Our bulk loaves & cartons contains only 5 Simple Ingredients



NO, NO, NO

Made with no artificial preservatives, flavors or dyes



PREMIUM BLENDED

Proprietary blending process for 12+ hours for the best texture & consistency

90%

Brand Awareness among consumers



A DELICIOUSLY CRAVEABLE EXPERIENCE ANYWHERE, ANYTIME

PHILADELPHIA TO GO

- ✓ Individualized packaging for easy grab-and-go
- ✓ High-quality Philly with No Artificial Flavors or dyes
- ✓ 5 Grams of Protein per package*



55%

of consumers of consumers typically have a snack instead of a traditional meal at least once per week

32%

of Gen Z consumers typically have a little treat at least once per day

THE ORIGINAL IS READY TO-GO

97%
of customers say
PHILADELPHIA is
the highest quality¹

BREAKFAST BURGER
beef/sausage patty,
everything bagel bun,
fried egg, arugula,
roasted tomato, bistro
PHILADELPHIA Cream
Cheese spread



**OVER
NIGHT
CHEESCAKE
OATS**
rolled oats,
yogurt,
PHILADELPHIA
Cream Cheese,
milk, chia seeds,
strawberries,
graham cracker
crumb



PHILLY 3LB LOAF

PHILLY 1oz PC CUP

FORMAT	GTIN	FORMAT	UNIT SIZE	CASE SIZE
PHILADELPHIA-TO-GO®				
GARLIC AND HERB CREAM CHEESE DIP	10021000086921	TRAY	2.6 OZ	10
BROWN SUGAR CINNAMON CREAM CHEESE DIP	10021000086914	TRAY	2.6 OZ	10
BUFFALO STYLE CREAM CHEESE DIP	10021000086907	TRAY	2.6 OZ	10
BULK				
ORIGINAL CREAM CHEESE	10021000616982	LOAF	3 LB	6
SOFT CREAM CHEESE	10021000616005	LOAF	3 LB	6
NEUFCHATEL	10021000616401	LOAF	3 LB	6
PORTION CONTROL				
ORIGINAL CREAM CHEESE	10021000611192	CUP	1 OZ	100
ORIGINAL CREAM CHEESE	10021000611208	PACKET	1 OZ	100
REDUCED FAT CREAM CHEESE	10021000610959	CUP	1 OZ	100
STRAWBERRY CREAM CHEESE	10021000726834	CUP	1 OZ	100
CHIVE AND ONION CREAM CHEESE	10021000726858	CUP	1 OZ	100
GARDEN VEGETABLE CREAM CHEESE	10021000726872	CUP	1 OZ	100

TOMATOES 101 FOR EVERY GREAT DISH



ESCALON BRINGS QUALITY AND VERSATILITY TO EVERY COURSE



6 in 1.



The original multi-purpose tomato product

GROUND
PEELED GROUND

Allegro



Meaning "quick, brisk & lively" - perfectly accented with innovative blends of highest quality ingredients

STARTER SAUCE
PASTA SAUCE
PIZZA SAUCE

BELLA ROSSA



Meaning "beautifully red" - vibrant red color and fresh tomato flavor

DICED
CRUSHED
TOMATO SAUCE
PUREE
STRIPS
WHOLE
PIZZA SAUCE

Bontá



Superior yield, outstanding value and sweet tomato flavor

CRUSHED
PASTE
PUREE
PIZZA SAUCE

EL VERANO SABROSO



Crafted especially for use in salsa and other Mexican-style recipes

CHOPPED
SALSA STYLE DICED
PEELED CHUNKY

Cristoforo Colombo



Old-world Italian style texture and flavors

PIZZA SAUCE
STRIPS
WHOLE

Emma Bella



A versatile product made with cold pressed Extra Virgin Olive Oil

MARINARA SAUCE



ALWAYS FRESH-PACKED



STEAM PEELED



NO ADDED CITRIC ACID



MINIMAL PROCESSING

TOMATOES AT THE TOP OF THEIR CLASS

The versatile foundation for A+ dishes.

78% of consumers love or like tomatoes

Delicious additions:

Pasta Sauces, Lasagna, Pizzas, Tacos, Soups, Veggie Dishes, Shakshuka, Bruschetta, Sun-Dried Tomato Pesto



Back of House: Pouch Pack, Can

BETTER TOMATOES. SMARTER MENUS.



FORMAT	GTIN	FORMAT	UNIT SIZE	CASE SIZE
ESCALON® TOMATOES				
BONTA PIZZA SAUCE WITH BASIL	10078485301100	CAN	107 OZ	6
6 IN 1 ALL PURPOSE GROUND TOMATOES	10078485300103	CAN	105 OZ	6
6 IN 1 PEELED GROUND TOMATO IN EXTRA HEAVY PUREE	10078485306150	CAN	102 OZ	6
ALLEGRO CLASSIC ITALIAN PIZZA SAUCE	10078485304309	CAN	105 OZ	6
BELLA ROSSA PRIME TOMATO STRIPS IN JUICE	10078485307508	CAN	102 OZ	6
ALLEGRO TUSCAN TOMATO AND HERB PASTA SAUCE	10078485304705	CAN	105 OZ	6
ALLEGRO STARTER SAUCE	10078485304804	CAN	105 OZ	6
BONTA FANCY TOMATO PASTE	10078485305108	CAN	111 OZ	6
EMMA BELLA FANCY TOMATO MARINARA SAUCE	10078485303104	CAN	105 OZ	6
ALLEGRO FULLY PREPARED PIZZA SAUCE	10013000015452	CAN	102 OZ	6
EL VERANO SABROSO PEELED CHUNKY TOMATOES IN LIGHT PUREE	10078485307607	CAN	102 OZ	6
HEINZ® TOMATOES				
CLASSIC SPAGHETTI SAUCE	10013000588000	CAN	104 OZ	6
TOMATO PASTE	10013000573105	CAN	111 OZ	6
CLASSIC MARINARA SAUCE	10078485982040	CAN	105 OZ	6
MAMA LINDA® TOMATOES				
MAMA LINDA CHOPPED TOMATOES IN TOMATO PUREE	10013000507100	CAN	102 OZ	6

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THANK YOU