

Capabilities Deck

SENIOR LIVING

Providing key ingredients & culinary essentials that keeps
your care facility running smoothly.

KraftHeinz
AWAY FROM HOME



KEY CATEGORIES & BRANDS

PLANT BASED	MAYONNAISE	TOMATOES	SOUP
	 	 	 
DRESSINGS	CONDIMENTS		BEVERAGES
	    		   
CREAM CHEESE	MACARONI & CHEESE	SNACKS & ON-THE-GO MEALS	PROCESSED CHEESE
	 	 	 

VENDOR SOLUTIONS: SENIOR LIVING

LIMITED CULINARY SKILL



- Bulk Condiments
- Tomatoes- multiuse product



KRAFT Deluxe Mac & Cheese boiled in a bag



Global Sauces to elevate taste flavor and experience



Prepared Soups



Prepared Dessert Solutions

MENU PLANNING CHALLENGES



Identify trends and innovate products to coincide to ensure an engaging and desirable menu for all senior residents



Consumer Insights and Trends

LABOR SHORTAGES



- Bulk Condiments
- Tomatoes- multiuse product



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Prepared Dessert Solutions

VENDOR SOLUTIONS: SENIOR LIVING

PACKAGING & NUTRITIONALS FIT FOR SENIORS



Low sodium ketchup



Plant-based



Gluten free soups



No salt tomatoes

EASY TO OPEN PACKAGING



Dispensers



Smart Snack
JELL-O®



PHILLY Cups



HEINZ® Dip
& Squeeze

INCREASING PRODUCT COSTS

Competitive pricing on Group Purchasing Organization (GPO) Programs with regular discounts and Limited Time Offers (LTOs)

Liquidation opportunities with excess inventory



Discounted equipment



Cross utilize our mayonnaise and other sauces to reduce waste and save money

PRODUCT INTEGRATION: SENIOR LIVING

FRONT OF HOUSE



UP-SCALE DINING



ENTREES / SIDES / DESSERTS



BACK OF HOUSE



TOP HEALTHCARE CATEGORIES



BULK MAYO



BULK DRESSINGS



SOUP



MAC & CHEESE

CULINARY

CULINARY PARTNERSHIP

COLLABORATIVE
INNOVATION

FoodLab
by KraftHeinz

PRODUCT
DEVELOPMENT

MARKET
TREND TOURS

GREEN GODDESS BREAKFAST SANDWICH

Toasted whole grain bread, fried egg, white cheddar, crispy bacon, tomato, arugula, green goddess aioli

Kraft Heinz Products Included:

- *KRAFT® Deluxe Mayonnaise*



BAKED FRESH TOMATO PIE

Pie crust, onion, sliced tomato, mozzarella cheese, parmesan, mayonnaise, fresh chives, torn basil

Kraft Heinz Products Included:

- *KRAFT® Deluxe Mayonnaise*



THE ULTIMATE BRAT

Pretzel roll, grilled bratwurst, GREY POUPON® Bistro Sauce, creamy KRAFT® Deluxe Cheddar Mac & Cheese, crispy onion straws

Kraft Heinz Products Included:

- *KRAFT Deluxe White Cheddar Mac & Cheese*
- *GREY POUPON Bistro Sauce*



A.1.™ POT ROAST MAC

KRAFT® Deluxe White Cheddar Mac topped with pot roast glazed in A.1.™ Steak Sauce, crispy crunchy jalapenos and scallions.

Kraft Heinz Products Included:

- A.1. Steak Sauce
- KRAFT Deluxe White Cheddar Mac and Cheese



SAUSAGE & PEPPER PASTA

Bucatini pasta, crumbled Italian sausage, peppers and spinach tossed with a sauce using Roasted Red Pepper Gouda Soup.

Kraft Heinz Products Included:

- *Roasted Red Pepper and Gouda Soup*



GARDEN VEGETABLE SOUP WITH STOVE TOP DUMPLINGS

Garden Vegetable Soup served with Dumplings made from egg and our STOVE TOP® Flex Prep Chicken Stuffing Mix.

Kraft Heinz Products Included:

- *Garden Vegetable Soup*
- *STOVE TOP Flex Prep Chicken Stuffing Mix*



EXTRA CHEESY BROCCOLI AND CRAB DIP

Dungeoness Lump Crab and PHILADELPHIA® Cream Cheese add a richness and depth to our Creamy Broccoli and Cheese Soup. Topped with Shredded Gruyere Cheese and baked until bubbly. Served with Garlic crostini for dipping.

Kraft Heinz Products Included:

- *Creamy Broccoli and Cheese Soup*
- *PHILADELPHIA Cream Cheese*



THANK YOU

