

Non-Commercial

SPORTS & ENTERTAINMENT

Menu Inspiration

KraftHeinz

AWAY FROM HOME



APPETIZER



LOADED HARISSA FRIES

Fresh cut seasoned fries, HEINZ® Harissa Aioli, shaved chicken shawarma, tomato relish, feta cheese

HEINZ Harissa Aioli

ELEVATE IT

For suite or lounge level choose a pork belly carnitas, high-quality chorizo or grilled steak as the protein

70%

of consumers love/like loaded fries¹

62%

enjoy American dishes with global flavors²

ENTREES

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BREWERY SAUSAGE SANDWICH

Pretzel sub roll, grilled smoked sausage, onions, sauerkraut,
HEINZ® Brewery Mustard, pickled peppers

HEINZ Brewery Mustard

ELEVATE IT

*Serve as a slider-sized sandwich
wrapped in butcher paper with a side
of truffle-seasoned fries or chips*

65%

*of consumers find different flavor options
for common condiments appealing*

Insight Source: Datassential 2025 Sauces, Condiments, and Dressings report



A.1. STEAK BURGER

Kaiser roll, grilled burger, provolone cheese, sautéed mushrooms, lettuce, tomato, A.1. Thick & Hearty Sauce

A.1. Thick & Hearty Sauce

ELEVATE IT

*Pair with truffle fries for a
steakhouse-level combo*

60%

*of consumers believe savory is the most
appealing standalone flavor*

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TANGY PARMESAN WINGS

Fried chicken wings, spiced HEINZ® 57 sauce,
KRAFT® Grated Parmesan Cheese

HEINZ 57 Sauce **KRAFT Grated Parmesan Cheese**

ELEVATE IT

*For a full suite experience,
serve the wings out of an
NFL football helmet bowl*

82%

*of consumers love
or like parmesan*

62%

*of consumers love
or like spicy food*

Insight Source: Dataessential 2025 Sauces, Condiments, and Dressings report

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HABANERO PRESS CHICKEN SANDWICH

Sourdough bread, HEINZ® Habanero Zing, fried chicken
tenders, provolone, bacon

HEINZ Habanero Zing

ELEVATE IT

**Serve the sandwich on Mac & Cheese
waffles for extra points**

78%

of consumers love/like
fried chicken
sandwiches¹

+13%

menu growth projected
for sweet chili over the
next 4 years

Insight Source: DataSential Menu Trends 2026, Technomic Flavors report 2025²

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BURNT END MAC & CHEESE BOWL

KRAFT® Deluxe White Cheddar Macaroni & Cheese, smoked brisket burnt ends, BULL'S EYE BBQ sauce, sour cream, jalapeno, pickle red onion, cilantro

BULL'S-EYE BBQ Sauce

ELEVATE IT

Finish with crispy onions and an extra drizzle of BULL'S-EYE BBQ Sauce for added crunch & smoke

+17%

menu growth projected for white cheddar mac & cheese over the next 4 years

+39%

menu growth for mac & cheese and brisket combinations over the past year

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READY TO EAT HOME

STADIUM EATS
GAME DAY FAVORITE

Insight Source: DataSential Menu Trends 20261

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READY FROM HOME



SAUSAGE BOMBS

Pizza dough, Italian sausage, peppers/onions,
mozzarella, garlic herb butter, parmesan, ESCALON
Marinara Dipping Sauce

ESCALON Emma Bella Fancy Marinara Sauce

ELEVATE IT

*Brush with garlic herb butter and
finish with parmesan for a pizzeria-
style shareable*

87%

*of consumers maintained
or increased appetizer
consumption over the past year¹*

59%

*of consumers say they
regularly crave animal protein,
even if they do not eat it²*

Insight Source: : DataSential Appetizer report 2025¹, DataSential Meat's Back On the Menu report 2025²

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HEINZ SIGNATURE DOG

Jumbo hotdog, steamed bun, beer braised onions,
HEINZ® Yellow Mustard, HEINZ® Ketchup,
crunchy potato sticks

HEINZ Ketchup **HEINZ Yellow Mustard**

ELEVATE IT

*Serve in a toasted pretzel bun
for an extra premium touch*

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JUMBO SOFT PRETZEL WITH HEINZ BREWERY MUSTARD

Large soft salted Bavarian pretzel,
HEINZ® Brewery Mustard

HEINZ Brewery Mustard Sauce

ELEVATE IT

*Brush with garlic butter and finish with
coarse salt for another layer of flavor*



LOADED FUNNEL CAKE

Fried funnel cake, PHILADELPHIA® Cheesecake Batter,
fruit topping, whipped cream

PHILADELPHIA Cheesecake Batter

ELEVATE IT

*Add seasonal fruit toppings
to create an easy rotating LTO*

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A.1. CHEESESTEAK

Soft hoagie roll, seasoned shaved steak, sautéed peppers/onions/mushrooms, A.1.® Thick & Hearty Sauce, CHEEZ WHIZ®

A.1. Thick & Hearty Sauce **KRAFT Cheez Whiz**

ELEVATE IT

*Toast the hoagie roll with garlic butter
for extra richness and crunch.*

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MEXICAN CORN DIP

Roasted corn, KRAFT® Deluxe Mayonnaise,
PHILADELPHIA® Cream Cheese, cilantro, cotija cheese,
chili powder, lime, tortilla chips

KRAFT Deluxe Mayonnaise **PHILADELPHIA** Cream Cheese

ELEVATE IT

*Top with charred corn and sliced jalapeños
for extra color, texture and heat*



KRAFT SIGNATURE MAC & CHEESE CONE

KRAFT® Deluxe White Cheddar Mac & Cheese, chopped
bacon, BULL'S-EYE® BBQ Sauce, green onion, savory
cone

KRAFT Deluxe White Cheddar Mac & Cheese **BULL'S-EYE** BBQ Sauce

ELEVATE IT

*Rim the cone with crushed BBQ chips
for extra flavor and crunch*

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KICK'N BBQ CHICK'N SANDWICH

Kaiser roll, grilled/fried chicken breast, cheddar cheese, sautéed banana pepper rings, HEINZ® BBQ Sauce Round Dip Cup

HEINZ BBQ Sauce 2oz Round Dip Cup

ELEVATE IT

Add creamy coleslaw for a cool, crunchy contrast

THANK YOU

