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HEINZ

ESTD 1869

HONEYRACHA

EMBRACE EXPLORATION

#1 SRIRACHA is the **FASTEST GROWING** condiment over the past 3 years

Datassential Condiments, Sauces & Dressings Keynote, December 2018



MASHUPS BUZZ has reached **140MM PEOPLE** across 700+ placements



Format	SKU	GTIN	Description	Pack Size	Case Size
Portion Control	130000136000	0130000013604	HEINZ Honeyracha Cup	1 oz	100 count
Portion Control	130000137000	100130000013700	HEINZ Honeyracha Cup	2 oz	36 count
Table Top	001300000010400	001300000010400	HEINZ Honeyracha Bottle	20.2 oz	8 count

SWEET HONEY + SPICY SRIRACHA = HONEYRACHA

HEINZ Honeyracha lets consumers explore on-trend sweet & spicy flavors
Add some spice to chicken tenders, sandwiches, and wings or to salads, fries, and pizzas!

40% of consumers state they want to see more **SWEET & SPICY** offerings in condiments Mintel 2019 Report

HONEYRACHA is designed with Gen-Z tastes & desires **FOR FLAVOR EXPLORATION** in mind



For more products and recipe development, check out our Kraft Heinz Foodservice website: www.KraftHeinz-Foodservice.com
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Kraft Heinz
FOODSERVICE



#1 HOT SAUCE
asked for by name - the
On Premise
BRAND OF CHOICE

Datassential, Independent Study,
December 2018



34%
OF CONSUMERS
are consuming

More Hot Sauce
than last year!

Datassential Condiments, Sauces,
and Dressings Keynote,
December 2018



80%
OF CONSUMERS
are interested in trying

New Flavors
from TABASCO® Brand

Datassential, Independent Study
December 2018



NEW!

Spiciness	SKU	GTIN	Description	Pack Size	Case Size
	00130000135000	00013000013505	TABASCO® JALAPEÑO SAUCE <i>Jalapeño Pepper Sauce: mild jalapeño flavor that pairs well with dips and Mexican cuisine</i>	3gm.	200 count
	00130000135100	00013000013512	TABASCO® CHIPOTLE SAUCE <i>Chipotle Pepper Sauce: a smoky, flavorful hot sauce that pairs well with any BBQ dish</i>	3gm.	200 count
	00130007141000	10013000714102	TABASCO® PEPPER SAUCE <i>Original Pepper Sauce: enliven the flavor of every meal with our most versatile hot sauce</i>	3gm.	200 count

Simple Ingredients. Exceptional Flavor. The TABASCO® Family of Flavors® lets you deliver on the promise of simple, recognizable ingredients that pack palate-tingling flavor.

Healthier Options. Free of gluten, carbs, food coloring, saturated fats and GMOs.



38% OF FOODSERVICE DINING
EXPERIENCES ARE
off-premise

Restaurant Directions:
The State of Off Premise, July 2019

Kraft Heinz
FOODSERVICE

For more products and recipe development,
check out our Kraft Heinz Foodservice website:
www.KraftHeinz-Foodservice.com

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MAYOCHUP
WAS THE
#1 TURNING
ITEM FOR
 for Walmart and Kroger
 after its retail launch.

Nielsen Innovation Tracker, 2018



1/3
 of consumers order
 takeout more often
 than in 2016.

Technomic, Consumer Trend Reports
 Takeout & Off-Premise 2018



Format	SKU	GTIN	Description	Pack Size	Case Size
Sachet	00130000131500	00013000013154	HEINZ MayoChup Packet	7/16 oz.	200 count



59% of consumers and 68%
 of operators would be willing
 to pay more for innovative
 flavors in condiments.

Datassential, Condiments, Sauces, and
 Dressing Keynote December 2018

KraftHeinz
FOODSERVICE

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 Chicago, IL 60601

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KRAFT HEINZ SUPPORTS FARM TO SCHOOL INITIATIVE



Do you have a school garden?

With the Heinz Seed Program, you can encourage students to eat more vegetables by helping them learn how fruits and vegetables are grown. We're committed to quality and sustainability from farm to fork.

Contact your local KHC Representative for more information about the Heinz Seed Program.

KraftHeinz
AWAY FROM HOME
www.kraftheinz-foodservice.com

Need a solution?

Lunch in the Classroom?
Or
Lunch on the Go?



HNZ KETCH INV BOT (66) 14OZ
130000072800



SMP HNZ ALL NATURAL KETCHUP 12 20OZ
10013000626092



HEINZ KETCHUP THUNDERBIRD 16 16OZ
10013000514504

Have you considered
Table Top Ketchup
for your District?

- 14oz. Bottle = Approx. 42- 9 gram Single Serve
- Easily sent home with students on a weekly or bi-weekly basis.
- Easily manageable format for teachers to utilize in the classroom.