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## HONEYRACHA EMBRACE EXPLORATION

# 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	013000013604	HEINZ Honeyracha Cup	1 oz	100 count	
Portion Control	130000137000	10013000013700	HEINZ Honeyracha Cup	2 oz	36 count	
Table Top	00130000010400	00130000010400	<b>HEINZ Honeyracha Bottle</b>	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!

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 @2020 H.J. Heinz Company Brands, LLC @2020 Kraft Foods





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

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



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-previous

Restaurant Directions:
The State of Off Premise, July 2019



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www.KraftHeinz-Foodservice.com

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## MAYOCHUP WAS THE #1 TURNING ITEM FOR

for Walmart and Kroger after its retail lauch.

Nielsen Innovation Tracker, 2018

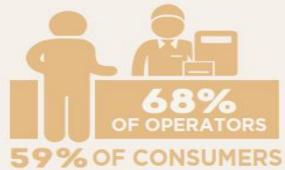


of consumers order takeout more often than in 2016.

Technomic, Consumer Trend Reports Takeout & Off-Premise 2018







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



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