



# THE HISTORY OF HEINZ

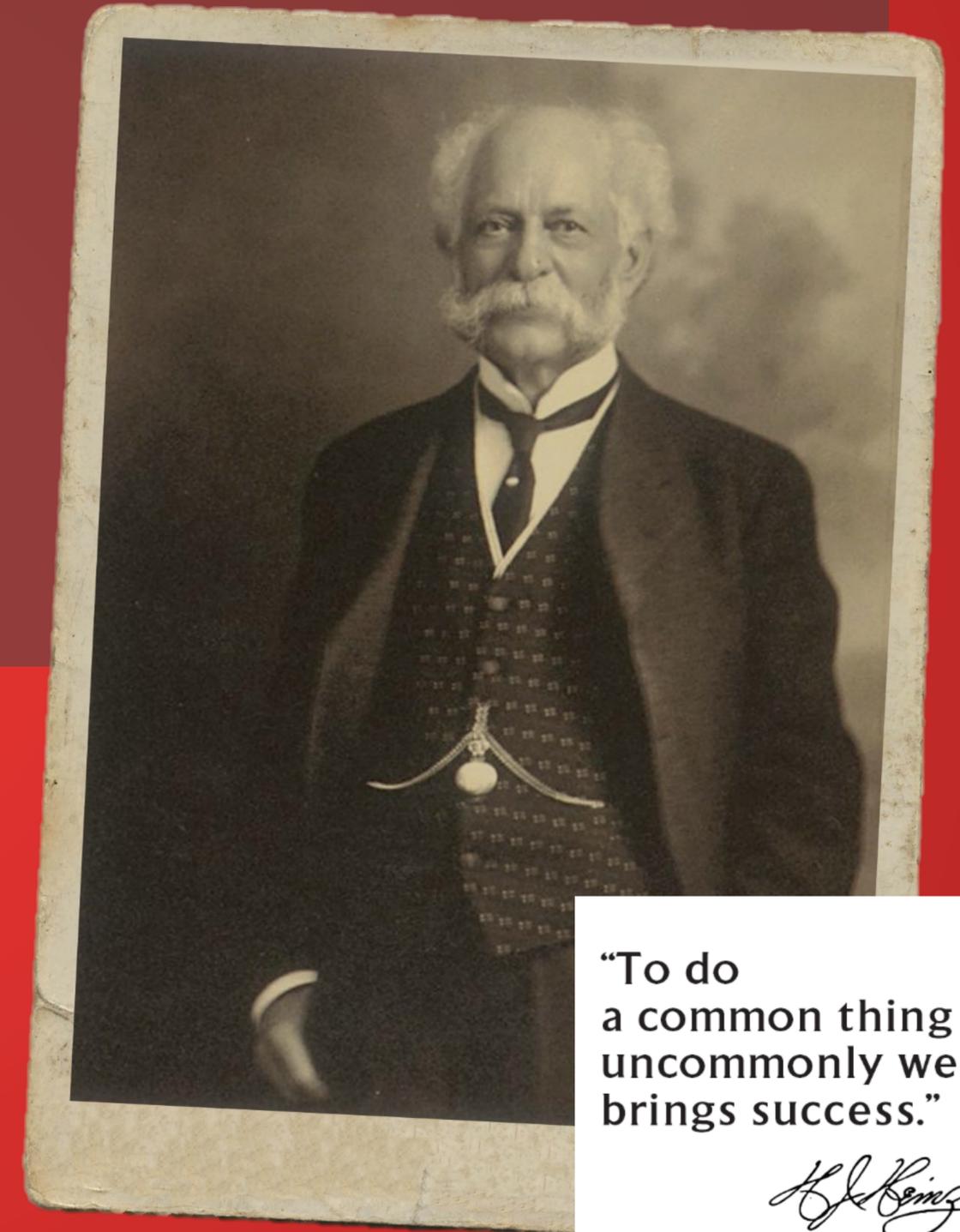
Anya Pieroen

Head of communications BNL



## FOUNDER HENRY JOHN HEINZ

- Born in 1844 in Pittsburgh
- Veggie garden mother
- First product was...
- Transparent glass
- 1876 Ketchup



“To do  
a common thing  
uncommonly well,  
brings success.”

*H. J. Heinz*



## NOT JUST “57 VARIETIES”

The iconic “57 Varieties” slogan was born in 1896 after Henry Heinz saw a billboard in New York advertising “21 Styles of Shoes.” He was inspired by the use of numbers and even though there were more than 60 varieties at the time, he choose the number 57.



*“THE PRODUCT IS THE ESSENCE OF ALL”*



## HEINZ GROWS ITS OWN TOMATO SEEDS

- Thirty years to develop Heinz seeds
- Special tomato with less water
- 60 billion tomato seeds per year!
- Tomato seeds are very expensive..

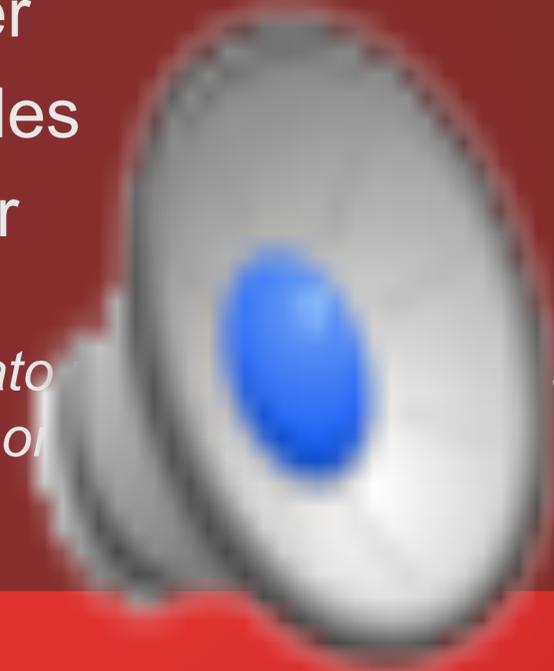




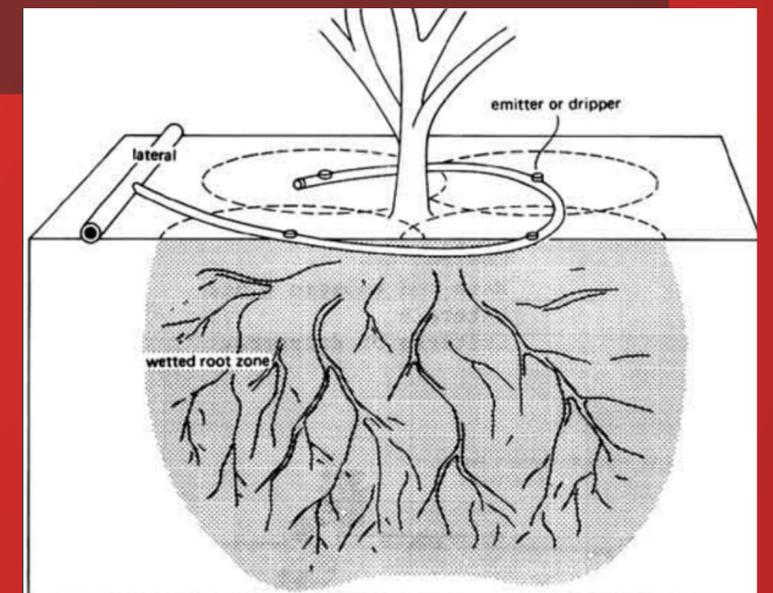
## HEINZ KETCHUP IS GROWN NOT MADE

- Heinz seeds grow sustainable tomatoes that
  - Produce higher yield
  - Remain ripe longer
  - Need less pesticides
  - Require less water

*Each year we test 300 tomato*  
*or*



*sweetest, thickest, juiciest*



# HEINZ KETCHUP'S SLOWNESS MADE OUR SUCCESS





## ABOUT HEINZ KETCHUP

- Heinz Tomato Ketchup, worlds most famous ketchup, celebrates 140 years
- In more than 140 countries we sell 650 million bottles and another 11 billion sachets of sauce, almost 2 packages for EACH person on this planet



## A Global Food Powerhouse

Co-headquartered in Pittsburgh and Chicago,  
The Kraft Heinz Company has an unparalleled portfolio  
of powerful and iconic brands



**\$27.4bn**  
in net sales  
(2015 pro forma)



**#5** food and  
beverage company  
in the world



**40+** countries  
with dedicated  
Kraft Heinz Company  
employees



**8** \$1 billion+  
brands based on  
retail sales



**2bn+**  
meals to hungry  
children over the  
last decade through  
philanthropic focus

# Beloved Global Brands

200+ beloved brands sold in nearly 200 countries,  
including 8 billion-dollar+ brands.





*"QUALITY IS TO A PRODUCT WHAT  
A CHARACTER IS TO A MAN"*

- ✓ Only the best ingredients
- ✓ Free range eggs
- ✓ No artificial colours, flavours or thickeners



