



**HEINZ Tomato Ketchup 50%
less
salt and sugar**

What is Ketchup?



Tomato ketchup is a thick flavourful sauce, made of sun-ripened red tomatoes, with a long shelf-life.

When can Ketchup be called Heinz Ketchup?

- When the very best sun-ripened Heinz tomatoes have been used.
- When the Ketchup is thick enough.
- When the Ketchup has a bright red color.
- When no starch or preservative are added.



Field to Fork



Seeds



Tomato



Tomato Paste



Ketchup



- We use tomatoes that are grown from Heinz tomato seeds to ensure they are premium quality tomatoes for our ketchup.
- Heinz tomato seeds are so precious that we store them in a fire proof vault with a controlled atmosphere for safe keeping.
- We are the only ketchup manufacturer who also owns the breeding process.
- Heinz tomato varieties are developed using only traditional selective breeding processes and are never genetically engineered – GMO free.



Heinz Tomato Seeds



New tomato variety development

- Very different from Supermarket Tomatoes.
- GMO Free



What is in ketchup?



Salt and Sugar a Hot Topic in the Media



Is sugar the New Tobacco?

SUGAR: THE HIDDEN MENACE

Brand	Calories	Sugar (g)	Teasps
Starbucks caramel frappuccino with whipped cream and skimmed milk (Tall)	273	44.3	11
Coca-Cola Original (330ml)	139	35.0	9
Peppi Regular (330ml)	142	35.0	9
Mars Bar (50g)	230	30.4	8
Pret a Manger Very Berry Latte with milk (275g)	145	26.9	7
Mellie's Crunch Corner Strawberry Shakekne Yogurt (155g)	212	23.6	6
Sharwood's Sweet & Tangy Chicken Wash (375g)	420	22.1	6
Calbury Bar Drinking Chocolate with semi-skimmed milk (200ml)	160	22.1	6
The Valley Family Farm 0% Fat Vanilla Yogurt (500g)	120	19.0	5
Solero Exotic Ice Cream (500ml)	94	17.0	4
Kellogg's Frosties with semi-skimmed milk (200g)	172	17.0	4
Butterkist Toffee Pops (25g)	105	16.5	4
Glaxo's Vitamin Water, Defence (500ml)	65	15.0	4
Heinz Classic Tomato Soup (300g)	171	14.9	4
Sego Tomato & Basil Pasta Sauce (300g)	80	13.8	3
Kellogg's Multi-Grain Crunchy oat Glaxo's Cinnamon Bars (45g)	186	9.0	2
The Moolie Curry Karye Pot (104g)	507	7.6	2
Heinz Tomato Ketchup (250ml)	18	4.0	1
Heinz Salad Cream (250ml)	50	2.6	0.7
Heinz Soft White Bread Medium (100g)	93	1.4	0.4

Amounts of sugar - both added and natural - per portion. Source: Action on Sugar



ADDED SUGAR
Where Does it Come From?

- Coca-Cola: 33g
- Mars Bar: 31g
- Kellogg's Frosties: 17g
- Heinz Classic Tomato Soup: 15g
- Glaxo's Vitamin Water: 6.5g
- Sego Pasta Sauce: 8g
- Kellogg's Multi-Grain Crunchy: 18.6g
- The Moolie Curry Karye Pot: 50.7g
- Heinz Tomato Ketchup: 1.8g
- Heinz Salad Cream: 5g
- Heinz Soft White Bread: 9.3g

Daily Mail

Would YOU dare let your other half do your make-up?

Official report backs tax to beat obesity. So why was it buried?

GREAT SUGAR TAX COVER UP

A tiara and a dazzling smile... Kate at the state banquet

Sugar count

- Coca-Cola original 330ml: 9 teaspoons of sugar per portion
- Mars chocolate bar 51g: 8
- Kellogg's Frosties with semi-skimmed milk 300g: 4
- Heinz classic cream of tomato soup 300g: 4

one teaspoon = 4g of sugar. Source: Action on Sugar



2. HEADLINES

JAMIE'S SUGAR WAR

"Sugar needs to be put on the naughty step."

by author Holly Car

TV chef Jamie Oliver has started a war on sugar. "Sugar needs to be put on the naughty step," says...

HOW THEY RATE

Product	Salt content	FSA target
Mayonnaise	2.0g	1.0g
Cheddar	1.2g	0.7g
Butter	0.2g	0.2g
Ice cream	0.2g	0.2g
Yoghurt	0.2g	0.2g
Soft drink	10g	5g
Chocolate	0.1g	0.1g
Crackers	0.1g	0.1g
Salad dressing	0.1g	0.1g
Tomato ketchup	0.1g	0.1g

SALT CAN DAMAGE YOUR HEALTH

OSTEOPOROSIS
STOMACH CANCER
KIDNEY DISEASE
STROKE
OBESITY
HEART DISEASE
HIGH BLOOD PRESSURE

Shocked? Want to learn more? Go to www.worldactiononsalt.com

MailOnline

Switch to BT INFINITY

Heinz Ketchup and Kellogg's Cornflakes could be forced to slash high salt levels

By **CHRISTOPHER HOLLAND** UPDATED 10:30 AM 2008

Heinz ketchup, Kellogg's cornflakes and other top-selling foods from Central America's Dole, are under fire from the Food Standards Agency for their high salt levels.

More than 14,000 people are dying each year from heart disease, and it is estimated that 10% of all deaths in the UK are due to heart disease.

But the Food Standards Agency says that it is a common mistake to think that salt is a necessary part of a healthy diet.

The agency is helping to persuade manufacturers, including Dole, to reduce salt levels in their products.

ADDICTED: OUR ADDICTION TO SUGAR IS KILLING US

OUT-SAUCE

Ketchup banned by schools

By **JO COX**

HEINZ tomato ketchup has been banned from school dinners.

Council chiefs claim the nation's favourite sauce is unhealthy, but the move has upset parents - and Heinz.

Heating Council in Essex claims the sauce has too much sugar and additives, and is banning bottles from dinner tables, saying it is following Government guidance.

Council catering manager Garry Clinton said: "We know children love ketchup so we have developed our own home-made version for schools, with no additives or sugar."

But a Heinz spokesman insisted: "A small squirt won't affect a healthy meal and can make balanced meals more appealing."

And some experts say a natural chemical in ketchup can help fight cancer.

Consumers want

Consumers are Confused about what they can eat



The consumer wants.....

- Better for you products
- Back to natural -----organic
- No artificial colours, flavours & preservatives
- No numbers, pantry ingredients
- Simple and small ingredients lists
- Less processing
- Food that looks, tastes and smells like REAL FOOD



Sugar & salt are concerning the consumer



- 46% of consumers say when choosing ketchup they look at amount of sugar
- 39% of consumers say when choosing ketchup they look at the amount of salt



What consumer told us was a concern



- Research has highlighted that *sugar* concerns are a key barrier to further consumption of Heinz Tomato Ketchup with many mums limiting/controlling the amount of ketchup that their child eats on a regular basis.



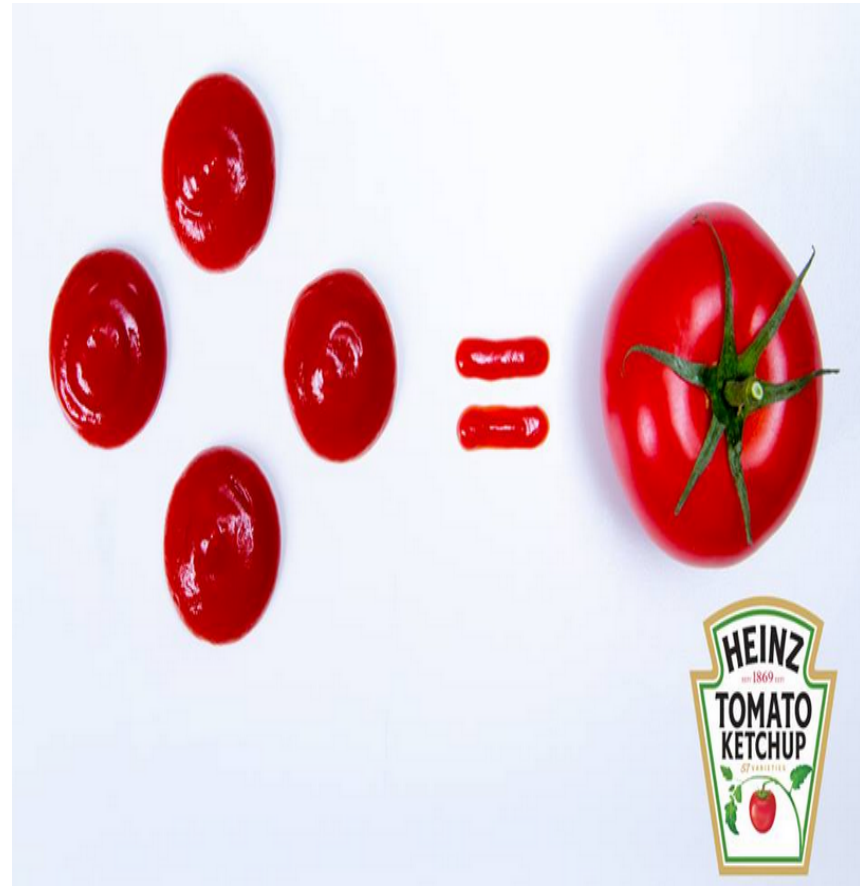
- Ketchup often associated with junk food





Positive things consumers feel about ketchup

- Made from tomatoes and tomatoes are healthy
- Heinz brand of ketchup is trusted and seen as healthier than others
- Natural, made with sun ripened tomatoes
- Nothing artificial



Heinz commits to reduce salt since 2000



Now with a quarter less salt, meeting the FSA 2010 guidelines.



Heinz - Committed to Continuing Salt Reductions

Heinz is pleased to continue its support for CASH and National Salt Awareness Week in 2010.

Heinz has long been committed to progressive salt reduction as well as an active partnership with the Food Standards Agency and their salt awareness campaigns.

We continue to progressively reduce Bean and Pasta meal recipes to within FSA targets. The entire Heinz soup range average is already within the average target for 2010.

We first kicked off our salt reduction work as long ago as 1986, and since 1997 examples include dropping the salt by 32% in Heinz Beanz, 39% in Cream of Tomato Soup and 63% in pasta shapes.

All our Weight Watchers from Heinz frozen ready meals fall within the FSA 2010 target with some recipes already within the 2012 target average. All are within the 2012 maximum target.

We continue to offer many of our most popular varieties with recipes that provide further reductions on salt and sugar vs. our standard products but without the addition of artificial sweeteners or salt substitutes.

Last year we introduced Reduced Salt and Sugar Beanz in our popular microwavable snap pot format.

In 2009 the range of Amoy Stir Fry sauces had an average 22% reduction in salt and are all now within the FSA 2010 target.

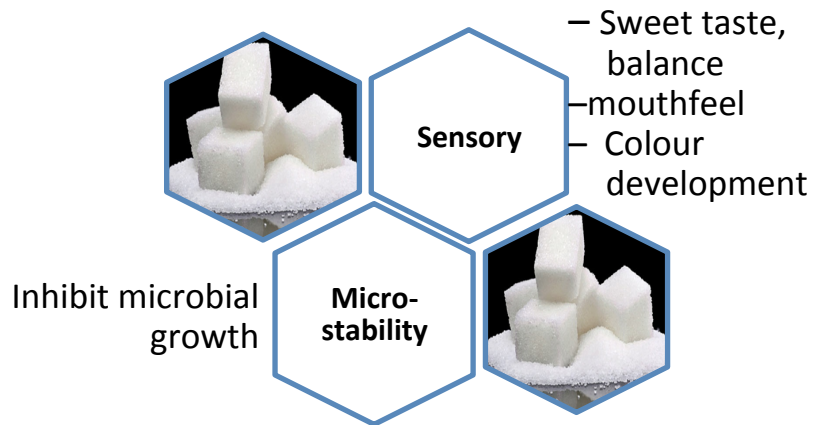
Our latest and perhaps most significant recent development, has been the introduction towards the end of last year, of our standard Heinz Tomato Ketchup recipe which matches the new, revised FSA salt reduction target set for 2010. It still provides all the taste but with considerably less salt.

Our work continues as we drive further salt reductions in line with changes in consumer taste.

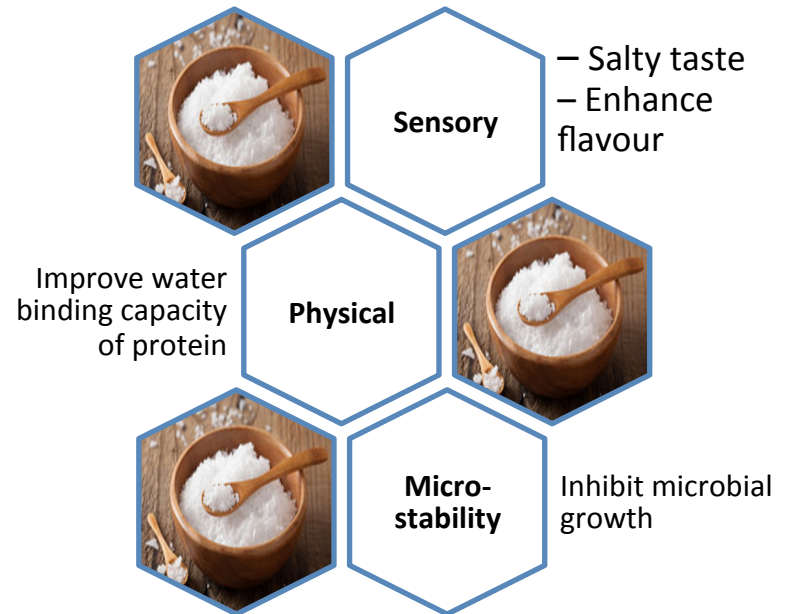


Functionality of sugar and salt in food

Sugar



Salt



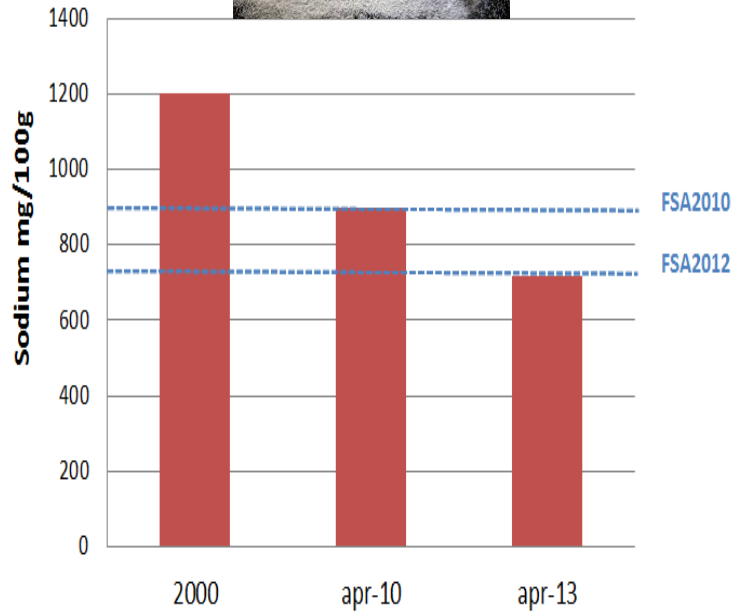
Reducing salt & sugar



-40%



-8%



Sugar and salt reduction journey



	Balanz	-50% sugar	-50% sugar and salt
Sugar reduction*	-30%	-50%	-50%
Salt reduction*	-25%	-25%	-50%
Launched in Europe	2004	2014	2017

* Compared to standard Heinz Ketchup



Developing the 50: 50 product



- When decreasing sugar and salt in ketchup we had to restore all important sensorial attributes like flavour (taste & odour), texture (viscosity & mouthfeel) and colour.
- How do we do this?
 - We create a **sensory profile** to achieve the right balance
 - **Consumer testing** to confirm that the consumers accept the newly developed recipe.
 - Ketchup with 50% less sugar, the sweetness was recovered in a *natural* way by the addition of **steviol glycosides (from the stevia plant)**



Heinz Tomato Ketchup 50: 50



- Has 50% less salt and 50% less sugar than regular Heinz tomato ketchup
- Is naturally sweetened
- Contains no artificial colours, flavours or preservatives
- Full of Heinz sun ripened tomatoes

