



## Heinz® Dip & Squeeze® Ketchup Heads Home with Nationwide Retail Launch

*Revolutionary Restaurant Innovation Now Available at Stores Nationwide*

PITTSBURGH--([BUSINESS WIRE](#))--Heinz® Dip & Squeeze® Ketchup, first introduced to restaurants, is moving from the drive-thru to the shopping cart as Heinz announces the retail availability of the product nationwide. After the overwhelmingly positive consumer response to the product in restaurants, families can now enjoy the portable, clean and convenient innovation both at quick service restaurants and at home or on-the-go. Whether it's bringing inspiration to school lunches, adding pizzazz to picnics or spicing up family road trips, now consumers can enjoy America's Favorite Ketchup® anytime, anywhere.

Earlier this year, Heinz Dip & Squeeze Ketchup changed the way Americans eat on-the-go. The innovative packet gives consumers two ways to enjoy Heinz Ketchup; peel back the label for easy dipping or tear off the top to squeeze it onto favorite foods. Each package provides three times as much ketchup<sup>1</sup> as the traditional Heinz Ketchup packet, which was introduced more than 42 years ago.

"Consumer demand for this product has been tremendous, as there is a universal need for convenient, portable packaging," said Noel Geoffroy, Vice President – Heinz Brands. "We are thrilled to help consumers make it easier and more fun to dip or squeeze Heinz Ketchup no matter where they are."

### **A Hit in Restaurants**

Since its debut in March, more than 220 million Heinz Dip & Squeeze Ketchup packages have been shipped to restaurants across the country. Customer feedback has revealed that the experience with ketchup has increased dramatically, showing the importance that many put on the condiment. Restaurant chains including Chick-fil-A and Dairy Queen are already offering the product, with many major chains currently in testing prior to making the switch from traditional packets to the new dual-function package.

## **Bringing Convenience Home**

This is the first time a Heinz Ketchup innovation developed for restaurants has made the transition to store shelves. Families today are living on-the-go lifestyles and are not always eating around the dinner table. Sometimes they go without ketchup because it's not convenient, but the innovative Heinz Dip & Squeeze ketchup package allows for an easy solution and offers limitless possibilities to enjoy ketchup on-the-go.

The product is now available in packs of 10, so it is easy to keep one handy in a purse, glove compartment or backpack to be prepared the next time a ketchup craving strikes. The suggested retail price is \$1.99 and retailers nationwide.

For more information on Heinz Ketchup, please visit [www.heinzketchup.com](http://www.heinzketchup.com) or check out our Facebook page at [www.facebook.com/HeinzKetchup](http://www.facebook.com/HeinzKetchup).

## **ABOUT HEINZ**

H.J. Heinz Company, offering "Good Food Every Day,"™ is one of the world's leading marketers and producers of healthy, convenient and affordable foods specializing in ketchup, sauces, meals, soups, snacks and infant nutrition. Heinz provides superior quality, taste and nutrition for all eating occasions whether in the home, restaurants, the office or "on-the-go." Heinz is a global family of leading branded products, including Heinz® Ketchup, sauces, soups, beans, pasta and infant foods (representing over one third of Heinz's total sales), Ore-Ida® potato products, Weight Watchers® Smart Ones® entrees, T.G.I. FRiDAY's® meals and snacks, and Plasmon® infant nutrition. Heinz is famous for its iconic brands on six continents, showcased by Heinz® Ketchup, The World's Favorite Ketchup®.

## **Contact**

Heinz North America  
Tracey Parsons, 412-237-5774  
[tracey.parsons@us.hjheinz.com](mailto:tracey.parsons@us.hjheinz.com)