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Heinz® Tomato Ketchup Blended with Balsamic Vinegar Satisfies Fan Hunger as Newest Member of Heinz Ketchup's Standard Line Up

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PITTSBURGH--(BUSINESS WIRE ^[2])--Ketchup lovers across the country have spoken and Heinz is answering their call.

As a result of overwhelming consumer fanfare surrounding a recent limited time offering, Heinz today announced that Heinz Ketchup Blended with Balsamic Vinegar will join the brand's standard line-up of ketchup offerings. A sophisticated twist on the classic recipe of America's Favorite Ketchup®, the product is the first new flavor from Heinz Ketchup in nearly a decade.

Heinz Ketchup Blended with Balsamic Vinegar uses traditional Heinz variety tomatoes and Heinz's special blend of spices but blends it with a tangy balsamic vinegar instead of traditional distilled white vinegar. This provides a richer, deeper flavor and offers ketchup lovers something new and exciting that still maintains the unique taste of Heinz Ketchup.

"We were thrilled with how people embraced the limited edition flavor and are happy to announce that it will join the other varieties of Heinz Ketchup offered regularly," said Eric Dahmer, senior brand manager for Heinz Ketchup. "People told us they loved the familiar, yet exciting taste and enjoy it as a key ingredient in favorite recipes and as a flavor-booster on mealtime foods, such as chicken, pork and steak to create a more sophisticated, robust taste."

Last fall, the limited edition product was offered first to the hundreds of thousands of ketchup lovers who "like" Heinz Ketchup on Facebook in the US. With so much excitement and positive reviews from fans at the initial launch, retailers embraced the limited time offer and sold it from December 2011 to March 2012. During this

time, it quickly became clear that consumers had a strong craving for the new blend and indicated through brisk sales and pleas on Facebook that they wanted to enjoy it on a more ongoing basis.

Heinz Ketchup Blended with Balsamic Vinegar will be available at select retailers nationwide and joins an array of specialty Heinz Ketchups, including Organic, Simply Heinz, No-Salt Added, Hot & Spicy, and Reduced Sugar varieties. The product comes in a classic 14-ounce glass bottle with a silver cap and a sleek black and silver label. It will be sold at a suggested retail price of \$2.49.

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® snacks, and Plasmon® infant nutrition. Heinz is famous for its iconic brands on six continents, showcased by Heinz® Ketchup, The World’s Favorite Ketchup®.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50259295&lang=en> [3]

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