



New Ore-Ida® Grillers Are ‘Hot Potatoes’ for Cookout Season

*New Ore-Ida Grillers Cook on the Grill in Just 15 Minutes,
Making More Time for Family When Cooking Out*

PITTSBURGH--([BUSINESS WIRE](#))--The Ore-Ida potatoes that American families have loved for 60 years are now grill-ready, cookout-friendly, and available with a fresh new twist on the classic spud just in time for the start of summer and peak of grilling season.

Marking the first official day of summer, Ore-Ida Potatoes today announced the launch of Ore-Ida Grillers, thick-cut, round potato slices that are crispy on the outside, fluffy on the inside, and specially designed to cook on the grill. Ready in just 15 minutes, they take a fraction of the time required for a whole potato to cook on the grill or in the oven and can be prepared alongside the main course on the grill, allowing for convenient preparation and more time to enjoy with family and friends.

According to a new survey sponsored by Ore-Ida and conducted by Ipsos Public Affairs, eight in 10 U.S. adults (81 percent) feel that cookouts are a great opportunity to spend meaningful time with family and friends, but nearly three quarters (72 percent) would like to spend more time socializing when grilling.

“We know it can be difficult to balance all of the meal preparations with the desire to spend quality time with family and friends when cooking out,” said Rachel Bradley, brand manager for Ore-Ida Potatoes. “With Ore-Ida Grillers, you can prepare a delicious side dish for your cookout that everyone will love while spending less time preparing it and more time enjoying it.”

Part of the convenience of the hot, new potato innovation comes from the fact that they can be prepared together with the main course and directly on the grill, using only one cooking surface and eliminating the hassle of going back and forth between the grill and the kitchen.

Ready from freezer to grill in just 15 minutes, Grillers also can help to minimize the guesswork on the grill. According to the Ipsos survey, the majority of people said they find it somewhat difficult to make sure everything on the grill is ready at the same time – both proteins and sides – as cook

times vary for different foods. With Grillers, you can more easily plan to have everything ready at once because the cook time is already pre-determined.

Grillers are available in two varieties – Golden, which has a classic potato taste, and Seasoned, which features a zesty blend of black pepper, herbs and spices. They also can be customized to taste by brushing with a favorite sauce or adding toppings like sour cream and chives or shredded cheese for a twist on the classic loaded baked potato. Plus, the large, thick cut potato slices with cut ridges won't slide around or fall through the grill grates easily, making them convenient to flip and move on the grill.

In addition to the outdoor gas grill prep, Ore-Ida Grillers can also be prepared indoors in the broiler or in a grill pan as an alternative prep method. They are currently available at grocery stores nationwide in the potato section of the frozen aisle for a suggested retail price of \$3.59.

ABOUT ORE-IDA

The Ore-Ida brand is the most trusted and popular name in the frozen potato and onion business. As the nation's leading marketer of frozen potatoes since 1952, people count on the Ore-Ida brand for quality, great-tasting, convenient foods families love. Heinz produces a variety of Ore-Ida® frozen potato and onion products, including: Golden Crinkles® fries, Golden Fries™, Steak Fries, Tater Tots® potatoes, Hash Browns, Grillers, Onion Rings, and Steam n' Mash® potatoes.

ABOUT THE SURVEY

These are some of the findings of an Ipsos poll conducted May 21-23, 2012. For the survey, a national sample of 1,005 adults aged 18 and older from Ipsos' U.S. online panel were interviewed online. Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the U.S. adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of 1,005 and a 100% response rate would have an estimated margin of error of +/- 3.1 percentage points 19 times out of 20 of what the results would have been had the entire adult population of adults aged 18 and older in the United States had been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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