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H.J. HEINZ CO. ANNOUNCES NEW KETCHUP PACKET

H.J. Heinz Co. introduces new Heinz Dip & Squeeze Packet with 27 grams of ketchup and dual functionality

PITTSBURGH – March 4, 2016 – H.J. Heinz Co. introduces the new Heinz Dip & Squeeze Packet. The product will be available at restaurants beginning on April 1, 2016.

Until now, ketchup packets have all been made with aluminum foil or plastic, and only contained 9 grams of ketchup. The Heinz Dip & Squeeze Packet is a dual functional packet that holds 27 grams of ketchup. This packet allows the user to peel the top and squeeze ketchup out, or the user has the option to pull back the wrapping and dip foods into the ketchup.

Heinz sells regular ketchup to common fast food chains all around the world, and it is projected that this new type of packet will only cost a little more than the older ones, and instead of needing 4 packets, consumers might only need one or two.

“This product will revolutionize the way that fast food restaurants serve ketchup to their customers. One of the biggest qualms with the regular ketchup packet is using it on the go. Often, consumers are confronted with messiness that the regular ketchup packet produces. This product eliminates the need to empty several packets on to a napkin or wrapper. With the product’s clean and versatile packaging, it makes it easy to dip or squeeze ketchup either on the go or in the restaurant itself,” said Dave Ciesinski, Vice President of Heinz Ketchup. “With the new packet design, it allows for more ketchup when it’s wanted and where it’s wanted with less mess and a better overall dining experience.”

These Dip & Squeeze Packets allow each customer to accurately drizzle ketchup on their favorite food. Instead of squeezing a pile of ketchup on a wrapper for dipping, on-the-go diners can peel back the the top-of the Dip & Squeeze Packet and dip their favorite side into the ketchup packet.

The Heinz Dip & Squeeze product marks the first ketchup packet makeover for the foodservice industry in 42 years. Heinz Ketchup is a classic American icon that has been a part of families’ lives for more than 130 years and continues to be the world’s favorite brand of ketchup. For more information, check out HeinzKetchup.com, [Facebook/HeinzKetchup](https://www.facebook.com/HeinzKetchup), or follow [@HeinzKetchup_US](https://twitter.com/HeinzKetchup_US) on Twitter.

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