



MARKET

With sales over US\$9 billion, H. J. Heinz Company is one of the world's leading branded food corporations.

Heinz World HQ is located in Pittsburgh, USA, but this is a truly global company. Its 50 companies operate in some 200 countries, offering more than 57 hundred varieties. Indeed, nearly half of Heinz's total \$9.4 billion in annual sales comes from outside the United States.

The Heinz brand itself is one of the most powerful, global brands in the food industry, with annual sales approaching \$3 billion.



Heinz Egypt has devoted itself to various charitable events which have touched people's lives in meaningful and tangible ways. Heinz is devoted to aiding in children's education and development and always takes part in events related to children and charities for children donating products and giving gifts. The H.J. Heinz Company Foundation is committed to promoting the health and nutritional needs of children and families. The Foundation proactively donates funds to develop and strengthen organisations that are dedicated to nutrition and nutritional education, youth services and education, diversity, healthy children and families and quality of life.

HISTORY

Heinz's first product was a horseradish sauce in a clear glass bottle in 1869 in Pittsburgh, Pennsylvania. There was a reason for this - while competitors extended their horseradish with fillers concealed from view in green glass jars, Henry John Heinz in 1869 took his stand on quality and proudly displayed his product in transparent bottles.



Heinz's leading power brands (with sales exceeding \$100 million) command number-one or number-two market shares in more than 50 countries. With approximately 80% of global sales stemming from 40 well-known brands.

Back in 1892 the company's founder Henry J. Heinz, was riding the New York railway one day when he noticed an advertisement for a shoe company. The company offered a choice of twenty one different styles to its customers.

After horseradish came pickles, sauerkraut and vinegar, delivered by horse-drawn wagons to grocers in and around Pittsburgh.

Within five years Heinz, and partner L.C. Noble, had moved to larger quarters and had considerable assets but, in the banking panic of 1875, this young enterprise went bankrupt.

With brother John and cousin Fredrick, Heinz started again in 1875 and introduced tomato ketchup. Red and green pepper sauce soon

followed, then cider vinegar and apple butter; chili sauce, mincemeat, mustard, tomato soup, olives, pickled onions, pickled cauliflower, baked beans and the first sweet pickles ever brought to market.

In 1886 Heinz sailed with his family to England, including in his luggage a Gladstone bag packed with "seven varieties of our finest and newest goods." In London, he called on Fortnum and Mason, England's leading food purveyor, whose buyer tasted, and promptly accepted, all seven products for distribution.

The Heinz 57 Varieties slogan is synonymous with the name "Heinz." Their corporate history tells us that in 1896, Henry John Heinz noticed an advertisement for "21 styles of shoes." He decided that his own products were not styles but varieties. Although there were many more than 57 foods in production at the time, because the numbers "5" and "7" held a special significance for him and his wife, he adopted the slogan "57 Varieties."

Ten years later the first overseas office opened near the Tower of London, joined in 1905 by a factory in Peckham and in 1919 by a site in Harlesden that soon became the second English plant of Heinz. Others were to follow until Heinz became a purveyor to the Queen and most British food shoppers came to regard Heinz as a British company.

In 1919 Heinz was succeeded by his son, Howard. By this time the younger Heinz had introduced a regime of scientific processing and quality control into a system that included 25 factories and 200 smaller facilities, ranging from pickle salting stations to bottle plants and a seed farm.

By 1972 Heinz had reached the billion-dollar mark in sales and during this period the



company moved rapidly into new countries, new technologies and new ways of thinking. During the 80s Heinz became a leader in the nutrition and wellness revolution and created major company production bases in a number of countries.

PRODUCT

Heinz offers many products worldwide, where it has become synonymous with ketchup, sauces, meals, soups and infant foods to its international consumers.



Products offered in Egypt are categorised as:

Tomato Ketchup in both regular and Hot Ketchup variants.

Cooking sauces (Tomato Paste, Pizza Sauce and Pasta Sauce), Sauces (Mayonnaise, Light Mayonnaise, Soy Sauce, Mustard, Barbeque Sauce, a range of hot products; Hot Sauce, Extra Hot Sauce and Chili Sauce) in addition to Vinegar and Tomato juice.

RECENT DEVELOPMENTS

Heinz is always keen on catering to its consumers' wants and needs. And today's consumer is growing more health conscious. Accordingly Heinz Egypt launched into the market two new products to cater to the demand of this segment - Soy Sauce and Light Mayonnaise.

PROMOTION

Heinz Egypt acquired copyright for the usage of the world's famous cartoon characters "Looney Tunes". The characters were used within the context of their lives on screen with Heinz ketchup as a hero. The campaign was a massive hit and had a great impact with Heinz all time target audience; the kids.

Heinz launched the most innovative ketchup bottle ever; a "7.5" cm high ketchup bottle to cater to the hotels, restaurants and take away outlets. Building on the success of the new S.K.U. the leading condiments manufacturer in Egypt launched the single serve for three more of the Heinz range. The ketchup bottle is launched worldwide to cater to the food service sector and room service in hotels. However, it was an initiative of Heinz Egypt to launch it in retail stores. Building on the success of the new ketchup bottle, Heinz Egypt launched a pack of four variants in a convenient pack "Baby Heinz". The pack is easy to grab, provides different flavors to your picnics, take outs and eat ins.

BRAND VALUES

The major thrust of Heinz today continues to be quality, which enhances performance, expands margins, improves customer service and provides Heinz employees with a satisfying workplace environment. Very early in its history, Heinz discovered that a pure article of superior quality will find a ready market through intrinsic value in addition to being properly packaged and promoted. Heinz has now added two more tenets 'to improve the product in glass or can, you must improve it, while still in the ground' and 'the world is our market.' Today Heinz brands are cultural icons to consumers around the world.

www.heinz.com



Little size... BIG taste

Things you didn't know about Heinz

All of Heinz products worldwide are free from artificial preservatives and colours.

Only eight to ten people in the world know the exact recipe for Heinz Ketchup. You may also be surprised to learn that, although Heinz has one basic recipe, there are differences - depending on which country it is made in. For example, ketchup users in Canada, England, Australia and Venezuela like their ketchup a bit sweeter than ketchup users in the US and Mainland Europeans, who tend to like their ketchup a bit spicier.

Heinz tomato based products are made of fresh tomatoes cultivated specially for Heinz using "Heinz Tomato Seeds". The seeds are specifically bred using traditional breeding techniques (no genetic modification) to meet the health and quality standards kept at Heinz. Accordingly Heinz ketchup has its famously delicious taste, colour and quality consistent all over the world. The Heinz Seed programme received the 2008 Corporate Council Award from Harvard Medical School Centre for Health and the Global Environment.

The number of those little restaurant packets Heinz makes each year is amazing, when you consider this: The population of the entire world is about six billion people. Heinz sells eleven BILLION packets of ketchup - which means that's close to two packets for every person on earth.

Heinz buys more tomatoes than any other company in the world. In fact, they buy over two million TONS a year.

In 1896 Henry Heinz was inspired by an advertisement he saw for "Twenty one styles of shoes". Using what he considered to be a magic lucky number, Henry came up with the slogan "57 Varieties" despite the fact that the company offered more than 60 products. Heinz today offers more than 5,700 quality products and is still known for their "57 Varieties".

To pour ketchup faster from the bottle, here's a little secret from the folks at Heinz: They say the best spot to tap on the Heinz bottle is the "57" on the neck. All you need to do is apply a firm tap where the bottle narrows, and the ketchup will pour out easier. There's another way to get ketchup out of the bottle more easily. Put a drinking straw down to the bottom of the bottle. The airflow to the bottom from the straw allows the ketchup to pour.

Superbrands