

YOU'RE TOAST – HEINZ SAYS ADIOS TO COLD TOAST

- Meal times just got faster for time poor Brits thanks to revolutionary twin jet Turbo Toaster -

With people's hectic lifestyles, it's really a case of every second counts when it comes to rustling up that all-important stomach busting snack or meal. New research from Heinz shows that over a quarter (29%) of British households prepared an evening meal in less than five speedy minutes over the latest year, in comparison to a whopping average of 30 minutes just ten years ago¹.

Noticing this change in eating habits and to help time pressured Brits, budding product designer, Oliver Newberry teamed up with Heinz to address the fact that key kitchen appliances were adding precious minutes to meal preparation times. Newberry, who graduated from Central St. Martins College of Art in 2005, designed this speed demon of a *Turbo Toaster* to produce perfectly golden brown toast in just 50 seconds, leaving you a clear 10 seconds spare to spread the butter evenly.

Key features of the Turbo Toaster:

- Twin 'turbo-like' jet engines that crisp the bread golden brown in 50 seconds flat
- Uses new innovative nylon based laser technology
- Ergonomically designed for ease of use
- Warms the toast evenly and all the way through

This toasting phenomenon couldn't have come at a better time with Heinz recently launching their new Heinz Banz Snap Pots format, which are ready and out of the microwave in 60 seconds. Since their September launch, Snap Pots have been flying off the shelves and Heinz feel it's only natural that these new favourite turbo beans need a turbo toaster, so that the toast and beans are ready and piping hot simultaneously!

¹ TNS Worldpanel Usage In Home, Evening Meal, 52 w/e end Aug 2007

According to Nathan Ansell of Heinz: “We are at the forefront of product innovation with our new Heinz Beans Snap Pots - a convenient, micro-wave friendly format, which is the first change to the traditional can in over 100 years. With more Brits leading busier, more solitary lifestyles than ever before, this innovative toaster design is an ingenious kitchen gadget that’s perfect for the new Snap Pots range and will undoubtedly assist Brits who want to enjoy the perfect beans on toast.”

Heinz has given Newberry their blessing to enter the Dragon’s Den and who knows, this indigenous design could be transformed into the new speed machine of the culinary world, the Turbo Toaster.

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For more information, images or an interview with the designer please contact the Heinz press office:

- Heinz@cowpr.com or tel. 0207 684 6969

Notes to editors:

- The number of people eating alone has grown by 150%
- Over 1bn of us Brits eat solitary meals every, with a year on year increase since 1995³

³ Worldpanel Usage In Home Light Meals – 6 months end May 2006