



BEANZ MEANZ HEINZ
HEINZ REVEALS NEW DESIGN FOR HEINZ BEANZ®



For years, Heinz Baked Beans have been a hearty and healthy mouthful for the nation but inadvertently it seems they've also been a bit of a mouthful to pronounce. For millions of us, Beanz Meanz Heinz and in recognition of this, Heinz, has unveiled a contemporary new look for the label of its iconic product and for the first time in its history, the label will simply say - Heinz Beans - rendering the 'baked' a thing of the past in the UK.

The product itself remains just the same - still the baked beans Heinz Beans consumers know and love. The front of the pack will also maintain its iconic trademarked keystone and turquoise colour but with beans pictured on pack as a move to reinforce the high quality food credentials associated with the brand.

The front of the label is not the only change to the new look cans, which go on sale from August 2008. The 415g cans will now also highlight the multitude of surprising nutritional benefits in a portion of Heinz Beans - including: packed with fibre, low in sugar, virtually fat free.

According to John Alderman Marketing Manager for Heinz Beanz: “Heinz Beanz have been powering the nation for over a hundred years and to say thank you to our loyal fans, we have given this iconic product a 21st century makeover. The new health messaging on the back of pack shows Heinz’s commitments to health, which over the last five years has seen a 30% cut in added salt of Heinz Beanz and we are further committed to making additional cuts without compromising on taste. Parents can continue to feel confident feeding their families Heinz Beanz as a healthy, nutritious meal option.”

The UK’s love affair with Heinz Beanz shows no sign of cooling, with British consumers eating more beans than ever before. 850 million portions were devoured at dinner tables up and down the country last year with a whopping 96,000 plates eaten every hour!*

Notes to editor:

For more information and images please contact the Heinz press office:

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The British love affair with Heinz Beanz:

- 1901 Heinz Beanz first sold in Fortnum & Mason
- 1928 Heinz Beanz first produced in the UK
- 1967 The Beanz Meanz Heinz slogan became a favourite in British households
- 1999 The Heinz ring pull can went on sale
- 1999 Heinz trade marks turquoise colour for “beans
- 2004 Beanz Meanz Heinz returns to TV by popular demand
- 2007 Snap Pots were launched – the first time beanz have been taken out of the can

* (source Worldpanel usage 2008)