

Busy lives have never bean so easy

- Heinz Beanz responds to Brits' busy lifestyles with the launch of new Snap Pots –

With Brits leading busier, more individualistic lifestyles than ever before, our changing needs are reflected in a new development to a core ingredient in our diet – the baked bean.

Heinz is set to launch a new format to their iconic Beanz and Spaghetti Hoops brands with Snap Pots, a personalised portion that can be popped into the microwave without the need to hover by the hob, worry about waste or adding to the pile of unwashed pots and pans.

With family members working longer hours and pursuing individual interests both night and day, 18% of households now consisting of single occupants - increasing by 30% in the past three decades – and nearly half of all meals in the UK eaten alone, consumers are looking for more convenient lighter meal alternatives that fit in with their time-pressured lifestyles. Similar to multi-packs in other categories, Heinz Snap Pots can be snapped into single 200g portions and heated in the microwave for one minute before being served.

The British love affair with Heinz Baked Beanz is well documented: sales are higher than ever before with healthy growth on last year but the Snap Pot represents the first time Heinz Baked Beanz is available in a non-can, micro-wave friendly, convenience format since they were introduced to the UK in 1901.

Research from Heinz shows:

- The number of people eating alone has grown by 150%
- Meal preparation time has declined by 63%¹

According to Nathan Ansell of Heinz “We’ve created a format for the famous Beanz and Spaghetti Hoops that fits in with the changing demands of British consumers. Snap Pots

¹ Worldpanel Usage In Home Light Meals – 6 months end May 2006

are perfect for someone who wants beans as part of a light snack, but doesn't want to add to the washing up or take up valuable fridge space storing the remainder of the can.

"Fans of the traditional can need not worry", added Ansell, "Lots of people will still want the bigger can option for sharing with families, flatmates or simply because they've got a really big appetite for Heinz Beanz".

The new Snap Pots will be on television screens later in the year, as will more exciting products, tailored to the changing eating habits of Heinz's customers. Heinz Snap Pots follows the recent launch of Heinz Limited Edition Baked Beanz with HP Sauce.

- Ends -

Heinz has a 66.9%² share of the total beans market and is showing strong growth at +10.5%³ year to date. The second biggest player, behind Heinz, is standard private label, which has an 24.0% share⁴. Nearest branded manufacturer Branston has a share over the same period of just 7.3%⁵ and declining at -4.3% year to date⁶. In the pasta category, Heinz has a 70.2% share of the category, which is worth £42.9m⁷.

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

- Heinz@cowpr.com or tel. 0207 684 6969
- Helena@cowpr.com or mob. 07740 762 432

² IRI All Outlet 52 w/e 14 Jul 2007

³ IRI All Outlet FY08YTD 14 Jul 2007

⁴ IRI All Outlet 52 w/e 14 Jul 2007

⁵ IRI All Outlet 52 w/e 14 Jul 2007

⁶ IRI All Outlet FY08YTD 14 Jul 2007

⁷ IRI All Outlet 52 w/e 14 Jul 2007