



## Taking A Classic Where It's Never Been

Heinz announces the Fridge Pack: the first-ever re-sealable beans product



For years, cans of Heinz Beanz have proudly commanded a prime spot in the cupboards of kitchens up and down the country. Now, the nation's favourite beans brand<sup>1</sup> will be going somewhere it's never been before: the fridge.

That's with the launch of the revolutionary Heinz Beanz Fridge Pack: the **first-ever re-sealable** beans product from Heinz.

The groundbreaking innovation allows consumers to use as many beans as they like before resealing the screw top and popping the remaining beans into the fridge to keep fresh for up to five days. There's also a handy see-through measure on the side showing if there are enough beans left to put on toast or partner with a spud.

The introduction of Heinz Beanz Fridge Pack was prompted following research which revealed how beans-loving families are increasingly looking for greater flexibility when it comes to consuming the comfort food classic, as well as the opportunity to keep remaining beans in a quick and convenient manner, with no waste<sup>2</sup>.

Heinz Beanz have been powering the nation for over a hundred years, and the British love affair with the brand continues to go from strength to strength. In the last year alone, Brits consumed over 442 million tins of Heinz Beanz and sales rose by 3.5%<sup>3</sup>. Heinz Beanz Snap Pots, the microwaveable pack launched in 2007, have also proved popular for those seeking super convenience with more than 9 million packs sold in the last year. The 1kg Fridge Pack, which has been shaped so that it will fit in a shelf in the fridge

and contains the equivalent of over two standard tins of Heinz Banz, is set to continue this growth trend.

According to Paula Jordan, Marketing Director at Heinz: "Bean lovers tell us they want to enjoy the best loved beans as they like and in portions that suit them. This new, resealable Fridge Pack does just that. It's perfect for busy families to tuck into as many Heinz Banz as they like. It's just like having your favourite beans on tap."

The recyclable Fridge Pack is set to retail for a suggested RRP of £1.79 and will be available at all major supermarkets and independent retailers in September.

**- ENDS -**

**Notes to Editors:**

1. Based on UK market share data, source Nielsen Scantrack 12/6/10, Heinz Banz MAT volume share 55.3% & MAT value share 63.4%
2. Based on qualitative consumer research conducted by Heinz April 2010
3. Based on UK market share data, source Nielsen Scantrack 10/7/10, Heinz Banz MAT volume share change.

For more information on Heinz Fridge Pack, please contact Tallulah Cullen or Matt Wilcock on 0207 234 9164 or [Heinz@cowpr.com](mailto:Heinz@cowpr.com)