



**HEINZ TOMATO KETCHUP CAUSES A GASTRONOMIC STIR WITH ITS LIMITED EDITION DEBUT:
ANNOUNCING HEINZ TOMATO KETCHUP WITH BALSAMIC VINEGAR**



With just 1 million and 57 bottles available, this exclusive sauce is set to be this year's dinner table must-have

More than 130 years after the world's first taste of Heinz Tomato Ketchup, it still has to be Heinz as an exciting gourmet flavour variation is added to its range for the first time. Heinz Tomato Ketchup with Balsamic Vinegar is an exclusive new addition to the Heinz family which brings a treat to the taste buds (and dinner tables) of food fans across the country. This limited edition sauce - of which just one million and 57 bottles will be produced - gives the unique tomatoeness of Heinz Tomato Ketchup but with a richer, deeper flavour that sets it apart from other sauces. As we know, the number 57 has long been of great significance to the Heinz brand and the first 57 bottles will be presented to top restaurants, chefs and VIP food lovers in and around the UK.

Heinz Tomato Ketchup is the UK's most beloved condiment, selling more than 76*million bottles each year. This exciting new addition to the range still contains the essential ingredients of the classic Heinz Tomato Ketchup, but the twist has come from swapping the traditional spirit vinegar for balsamic vinegar to create a taste that is brand new, but still instantly recognisable as Heinz Tomato Ketchup with its unique sun ripened tomato taste.

The sauce really comes to life with steak and sausages, in addition to all the usual meals that you would enjoy with original Heinz Tomato Ketchup.

The limited edition will be available in the iconic glass bottle, with a new classy black label that will look the part on any dinner table. The unique black labelled bottle will also be making appearances on the tables of some of the nation's high end restaurants, where diners can try a few dollops of this



gourmet sauce which will add a new richness to some of our favourite dishes such as char grilled steaks.

Chef John Torode says: "Heinz Tomato Ketchup is a big favourite for me, my family and the hundreds of guests who have visited my restaurants over the years. This great tasting Balsamic Vinegar variety has a richer, more mature flavour that still retains that unique Heinz Tomato Ketchup tomatoeness. I think adults will especially enjoy this limited edition – perhaps on a tasty steak or sausage."

Heinz has even created some special recipes that complement the balsamic taste perfectly including Coq au Vin and Italian Sausage Pasta.

This natural flavour variation of the iconic brand will be available from March 2011, but then only until the last of the bottles are snatched from the shelf – so be quick!

For a gourmet twist on everyone's favourite sauce, it simply has to be **Heinz Tomato Ketchup with Balsamic Vinegar**. For more information visit the Heinz Tomato Ketchup Facebook site.

<http://www.facebook.com/HeinzKetchupUK> or the website www.heinz.co.uk/secretingredient

Online you will also find two great new recipes for Coq au Vin and Italian sausage pasta, showcasing the sauce tastes just as good in cooked dishes as it is as a condiment.

-ENDS-

For further information, samples and facts, please email Scott Dunn on scott.dunn@cohnwolfe.com or call 0207 331 5458.

Notes to editors:

*AC Nielsen MAT we 22/01/11

- RRP £1.49
- While riding a train in New York City in 1896, Heinz founder Henry J Heinz saw a sign advertising 21 styles of shoes, which he thought was clever. Although Heinz was manufacturing more than 60 products at the time, Henry thought 57 was a lucky number. So, he began using the slogan "57 Varieties" in all his advertising. Today the company has more than 5,700 products around the globe, but still uses the magic number of "57".
The slogan '57 Varieties' was born and is still featured on Heinz labels to this day. In fact, today Heinz makes and sells around 5,700 varieties. However, 57 is as much a part of the Company as the name itself, and will forever stay so.
- Appropriately, Heinz is producing 1 million and 57 bottles of this limited edition, top restaurants, chefs and VIP food lovers in and around the UK will be recipients of the first 57 bottles.