

Heinz does it again! Giving a store cupboard favourite a fresh new twist - Heinz Salad Cream with Cucumber and Dill



Following the successful launch of Heinz Salad Cream's first flavour variety, Lemon and Black Pepper, one of Britain's best loved condiments has now married the aromatic flavour of dill with the fresh taste of cucumber to put a brand new spin on this iconic kitchen cupboard staple – Heinz Salad Cream with Cucumber and Dill.

The new Cucumber and Dill variety brings an herbaceous coolness of flavour which complements fish, meat and vegetable dishes alike.

Celebrity cook Rachel Allen, who is working with Heinz on the Cucumber and Dill campaign launch believes this flavoursome sauce is set to further rekindle Britain's passion for Heinz Salad Cream, "Salad Cream brings about wonderful memories for me as I have enjoyed it since I was a child. It has always been synonymous with my favourite salads and sandwiches, but this new flavour – Cucumber and Dill can bring life to a wide range of meals, from livening up your lunch box through to sophisticated fish dishes".

Cucumber and Dill is the newest member of the Salad Cream family which also includes Heinz Salad Cream with Lemon and Black Pepper, which stole the hearts of Heinz fans around the country in September last year with its citrusy zing and peppery kick, when introduced as a limited edition. Following consumer demand to keep it on the supermarket shelves, Heinz Salad Cream with Lemon and Black Pepper is now a permanent fixture in this exciting new range from one of Britain's best loved brands.



As with all Salad Cream, Heinz Salad Cream with Cucumber and Dill sits perfectly atop salads and sandwiches – bringing a fresh new taste to your lunchboxes. Just as the Lemon and Black Pepper variety was carefully blended to complement chicken and tuna, Heinz Salad Cream with Cucumber and Dill has been specially created to be matched particularly well with oily fish dishes such as salmon and mackerel. As the weather gets warmer it also tastes great with beef burgers straight from the BBQ and other red meats such as lamb.

To mark the launch, Heinz has created some simple yet tasty recipes to bring both Salad Cream varieties to life. For Cucumber and Dill these include tasty smoked salmon and cream cheese bagels and delicious homemade beef burgers with Heinz Salad Cream Cucumber and Dill, whilst the Lemon and Black Pepper variety has been used to make marinated chicken burgers and tuna and red pepper wraps.

Heinz Salad Cream with Cucumber and Dill will be available in all major supermarkets from March 2011 – pick up a bottle to bring a fresh new taste to your favourite dishes!

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**For further information, samples, recipes and imagery please contact Scott Dunn on 0207 331 5348
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Notes to Editors

- Heinz Salad Cream with Cucumber and Dill - RRP £1.15 (295g)
- Heinz Salad Cream with Lemon & Black Pepper RRP £1.15 (295g)
- Heinz Salad Cream has been brightening up our food and mood for nearly 100 years. During World War II, when many ingredients were in short supply and Heinz Tomato Ketchup was taken off the shelves, the nation reached for Heinz Salad Cream to add a tasty zing to the often bland ration food.