



Beanz meanz... Fondues?

- Resourceful Brits are turning to new ways to make their Heinz Banz go further-

Beans may have been confined to just toast and jackets in the past, but now almost a third (28%)* of Brits are taking the hearty, convenient and economical ingredient to new culinary heights – adding them to fondues, pizzas and sandwiches, to name just a few uses.

With the nation still feeling the pinch this year and three-quarters (78%)* of us making food go further, the 'King of Beans', Heinz, is compiling a selection of the nation's most adventurous ways of serving Heinz Banz and is making a collection of 57 recipes available for everyone.

Development Chef for Heinz Banz, Adam Wilcock and independent chef, Steve Scuffell¹ have compiled the list of '57 Wayz to Eat Heinz Banz', along with help from the British public,² which includes recipes such as Heinz Banz Fondue, Heinz Banz Jam and even Heinz Banz Soufflé! The 57 recipes are available for Heinz Banz fans to view on



the online community site: www.goodtoknow.co.uk/heinz, with plans to incorporate them into a new Heinz recipe book next year.

New consumer research* showed that alongside the traditional uses of beans on jacket potatoes (79%) and English breakfasts (77%), the nation is now using beans:

- As additions to meat dishes such as Bolognese (42%)
- In sandwiches (28%)
- As a pizza topping (10%)
- On canapés or even attempted to add them to cakes or fibre packed shakes (3%)

Adam Wilcock, Heinz Bean Development Chef says: “Whilst Heinz Beans have been a staple of dishes such as English breakfasts and a topping for jacket potatoes, it’s great to see that people are getting creative and extending their use to a whole variety of dishes. The ‘57 Wayz to Eat Heinz Beans’ list will provide inspiration to add a highly nutritious, convenient and economical food staple to a whole variety of new dishes”.

John Alderman, Marketing Manager for Heinz Beans comments: “There are times in life when ‘It Has To Be Heinz’. The research and our creation of these recipes means consumers can now enjoy nutritional Heinz Beans at a variety of different meal occasions, whether it be a dinner party, during the Sunday roast or even at the office Christmas party.”

- Ends -

For more information and images or recipes of the 57 dishes please contact the Heinz press office: Heinz@cowpr.com or tel. 0207 684 6969

Additional research findings of interest:

Regional uses of beans:

10% of people from the North East adventurously add beans to pizza, narrowly pipped to the post by people in the East (12%).



The Welsh (40%) and Mancunians (35%) are the most likely add beans to sandwiches.

Notes to editor:

** Fly research of over 1,000 people across the UK conducted on 9th October 2008*

- 1) Stephen Scuffell is the Vice President of the Craft Guild of Chefs
- 2) 1,000 consumers were asked to suggest recipes as part of the Fly research.

Please note, to cater for all tastes and needs we have compiled several of the recipes using Heinz Reduced Sugar and Salt Beans.

Full recipe list:

1. Avocado & Heinz Beanz Sushi with Wasabi Mayo
2. Heinz Beanz Fondue
3. Heinz Beanz Smoothie
4. The Classic Heinz Beanz Sandwich
5. Feta & Heinz Reduced Sugar and Salt Beanz Salad
6. Char Sui Pork & Heinz Beanz Wontons
7. Crostini of Pan Fried Chicken, Heinz Beanz & Sage Lemon Salsa
8. Heinz Reduced Sugar and Salt Beanz Hummus with Pita Fingers
9. Heinz Beanz & Chicken Liver Pate
10. Re-fried Heinz Beanz, Guacamole & Tortilla Chips
11. Heinz Reduced Sugar and Salt Beanz Benedict
12. Mini Yorkshire Puddings Stuffed with Heinz Beanz & Chorizo
13. Heinz Beanz & Low Fat Mozzarella Calzone
14. Heinz Beanz Breakfast Frittata
15. Vegetable & Heinz Beanz Crumble
16. Baked Cheesy Courgettes
17. Stuffed Beef Tomatoes
18. Aubergine Ratatouille with Heinz Beanz
19. Hash Browns, Poached Egg & Heinz Beanz
20. Shepherd's Pie with Heinz Beanz
21. Heinz Beanz Chilli Con carne
22. Spaghetti Bolognese with Heinz Beanz
23. Heinz Beanz Treat on Toast
24. Heinz Beanz Burger
25. Cheesy Heinz Beanz Dip
26. Baked Sweet Potato and Heinz Beanz
27. Heinz Beanz, Chilli & Winter Vegetable Stew
28. Potato & Heinz Beanz Aloo
29. Heinz Beanz & Vegetable Nut Roast with Apricots & Goats Cheese



30. Baked Risotto Cakes with Mozzarella & Heinz Beanz
31. Baked Egg, Heinz Beanz, Tomato Relish & Crispy Bacon
32. Mushrooms Stuffed with Heinz Reduced Sugar and Salt Beanz
33. Lentil Butter Bean & Heinz Beanz Casserole
34. Waffling about Heinz Reduced Sugar and Salt Beanz
35. Heinz Reduced Sugar and Salt Beanz on crumpets
36. New York Style Bagels with Heinz Reduced Sugar and Salt Beanz
37. Heinz Reduced Sugar and Salt Beanz & Cheddar Cheese Soufflé
38. Corned Beef Hash with a Soft Heinz Beanz Centre
39. Heinz Beanz, Ricotta & Spinach Pie
40. Goats Cheese & Heinz Reduced Sugar and Salt Beanz on Country Toast
41. Italian Heinz Reduced Sugar and Salt Beanz Dip with Tuna Pizza Fingers
42. Spicy Chicken & Heinz Beanz Vol-au-vent
43. Char Grilled Tuna with Lime, Ginger & Heinz Beanz Salsa
44. Sweet Chilli Salmon, Prawn & Heinz Reduced Sugar and Salt Beanz Fish Cakes
45. Thai Chicken & Heinz Beanz Meat Balls
46. Heinz Beanz Falafel
47. Eazy Heinz Beanz Potato Skins
48. Heinz Beanz on Brioche
49. Heinz Reduced Sugar and Salt Beanz Toasty
50. Heinz Beanz Jam
51. Peppers stuffed with Heinz Beanz
52. Fisherman's Pie with Seafood, Heinz Beanz & a Potato Crust
53. Beany pasta
54. Boston Heinz Reduced Sugar and Salt Beanz
55. Breakfast Omlette
56. Cassoulet of Cumberland Sausages, Heinz Reduced Sugar and Salt Beanz and Chorizo
57. Chicken Breast Stuffed with Heinz Beanz, Risotto & Spinach

About Heinz Beanz

Heinz Beanz has over 100 years of expertise in creating Britain's favourite Baked Bean. Heinz Beanz contains an array of nutritional benefits and contributes to a healthy balanced diet. These nutritional benefits range from; virtually fat free, low in sugar, packed with fibre, low GI and one of your five-a-day as well as no artificial colourings or preservatives or flavours.

About Good to Know

The women's community site www.goodtoknow.co.uk offers busy mums practical and inspirational ideas, as well as tips and advice on the pleasures and pressures of family life.