



## **NATION'S FAVOURITE 'BEANZ MEANZ HEINZ' SET TO MAKE A TV COMEBACK**

Heinz has revealed today that it intends to turn back the clock and bring back the forty year old slogan, 'Beanz Meanz Heinz', which was voted the most popular line in the Advertising Slogan Hall of Fame<sup>1</sup>. A staggering 99%<sup>2</sup> of us can complete the slogan without prompting including those who weren't even born when it first appeared on our screens (98%<sup>3</sup>).

Coined originally for a TV advertisement in 1967, the iconic slogan, penned in a London pub, proved so successful and enduring that it continued to be used for decades. Heinz believes that the classic, catchy, simplicity of 'Beanz Meanz Heinz' will prove just as popular with today's generation as it did for their parents and grandparents

The 21<sup>st</sup> century reincarnation of 'Beanz Meanz Heinz', which makes its debut on 1<sup>st</sup> February, uses a series of clips from classic advertisements, showing children of different generations enjoying Heinz Beanz. The clips reflect the words of a poem, which is similar in content to those used in the successful Heinz Beanz poem campaigns of the 1970s. This new poem spoken by a young boy also tells the nation why Heinz Beanz are the only beans for him:



*As soon as I get home from school  
I ask Mum 'what's for tea?'  
And hope that she says Heinz Baked Beans  
'Cos they're the beans for me*

*There are lots of ways to eat them  
You can have them on your toast  
I like to eat them with fried eggs  
Or with a Sunday roast*

*I like them with fish fingers  
With sausages they're great  
The only time they're not is when  
They're on my brother's plate*

*Sometimes when I'm feeling sad  
My mum will read the signs  
She knows the thing to cheer me up*

*And she knows that **Beanz Meanz Heinz***

The use of the poem is another reflection of Heinz's advertising history, as in the 1970s Heinz introduced a successful advertising campaign which saw children reciting poems about their much loved Heinz Beanz.

Maurice Drake, the creator of the famous slogan comments: "After weeks of searching for a new campaign theme the answer came in a London pub. I still find it incredible that over forty years later, the seemingly timeless "Beanz Meanz Heinz" slogan continues to have relevance and brand power, still appealing to different generations in an ever changing world.

John Alderman, Marketing Manager for Heinz Beanz says: "Heinz Beanz has been successfully nourishing generations of growing families in both good and bad times for over 100 years. As the No. 1 baked beans brand<sup>4</sup>, Beanz truly does mean Heinz and with the multitude of nutritional benefits in every can of Heinz Beanz; virtually fat free, packed with fibre, low in sugar as well as being one of your 5 a day, you can always rely on the nourishing value of Heinz Beanz for meals the whole family love.

- Ends -



**For more information and images from the Beanz Meanz Heinz campaigns over the ages, contact the Heinz press office: [Heinz@cowpr.com](mailto:Heinz@cowpr.com) or tel. 0207 234 9150**

**Other stats of interest:**

- Variations of the Beanz Meanz Heinz slogan were used over time, such as "A million housewives every day pick up a tin of Beans and say, Beanz Meanz Heinz", or "Don't be mean with the Beans Mum, Beanz Meanz Heinz"
- The spelling of Beanz was changed in 2004 to pay homage to the much-loved catchphrase
- There were 897 million Heinz Beanz consumption occasions over the latest year, with 2 million people eating Heinz Beanz every day (TNS World panel Aug 2008).
- In 1998 Heinz Beanz was selected as one of the brands that people thought best represented the final ten years of the millennium (*Heinz Baked Beanz recipes, history, trivia and more book, 2006*)
- The Heinz Company was established in 1869 – this year marks its 140 year anniversary
- A Grocer magazine survey in December 2008 showed that as a nation, we prefer our beans to be Heinz (*Grocer magazine, 2008*)
- A uSwitch Consumer Opinion poll in December 2008 showed that despite a recession, Brits are not willing to ditch their favourite brands – 39% of people say they cannot do without Heinz Beanz (*uSwitch, December 2008*)

**Notes to editor:**

<sup>1</sup> *Advertising Slogan Hall of Fame, 2000* receiving a unanimous vote from a 12 man panel of advertising experts, who assessed an assemble of 84 slogans.

<sup>2</sup> *Fly research of over 1,000 people across the UK conducted on 15<sup>th</sup> January 2009 – respondents were asked to complete the line 'Beans Meanz...'*

<sup>3</sup> *Fly research (as above) response from people aged 25 years old or under*

<sup>4</sup> *Heinz Beanz is the number one selling beans product, it currently has a 63.2% value share within the marketplace. The second biggest player Private Label has a 25.3% with the nearest branded manufacturer having a share over the same period of 9.7%. (Nielsen Total coverage 52 w/e 27.12.08).*