



## **News release**

### **London café offers king of comfort food - It has to be Heinz to bring home comforts to city workers -**

The alternative power lunch was heralded in London today, with the opening of the 'IT HAS TO BE HEINZ' Café to provide all the warming comforts of home – including mums and dads - in the heart of the City.

As we return to work, welcoming a new decade, new research by Heinz shows that in the last year of the noughties, 80% of employed Brits worked overtime<sup>1</sup>. The result is 68% of workers admitting to missing the comforts of home and family<sup>1</sup> throughout the year and 69% revealing they are skipping meal times<sup>2</sup>.

In response to these findings Heinz has provided the solution by trialing a pop-up 'IT HAS TO BE HEINZ' Café, located at 3-10 Shoreditch High Street<sup>3</sup>, London. According to scientific research into what sorts of comfort food people crave on a demanding day, Heinz Banz on toast beat all the competition, coming in at number one<sup>4</sup>.

The cafe offers workers the chance to escape the cut and thrust of their work worries with the ultimate in comfort – beans on toast, served up by 'mum and dad' in a cosy domestic setting inspired by the typical kitchen.

Unlike any other eateries, entering the 'IT HAS TO BE HEINZ' Café is like stepping into a warm, happy, family setting with a team of mums and dads serving up a nutritious alternative 'power lunch'. Heinz Banz are high in fibre, low in sugar and fat, and one of your five-a-day. Organisers believe the home comforts approach and sustaining lunch will help workers avoid the typical afternoon crash.

The Cafe is being trialed for four days, offering the nation's favourite, Heinz Banz on toast for a suggested donation of 50p per serving to raise money for Help a London Child.

John Alderman, Marketing Manager for Heinz Banz says: "We wanted to provide a comforting taste of home. Heinz has been fuelling the nation for generations, but this is the first time we've created our own 'IT HAS TO BE HEINZ' Café at a time and place where it's needed most.

"The concept of the 'IT HAS TO BE HEINZ' Café is simple: when it comes to a convenient, tasty meal It has to be Heinz, after all Banz Meanz Heinz!" added Alderman.

ENDS

**For further information on the new It Has To Be Heinz Café please contact either Gloria Trapezaris or Ella Tacchi at Cow PR on (T) 020 7234 9150 or email [heinz@cowpr.com](mailto:heinz@cowpr.com)**

#### **Footnotes:**

1. According to research amongst 14002 British adults in employment commissioned by Heinz and conducted by Opinium in December 2009
2. According to research amongst 2013 British adults, commissioned by Heinz and conducted by Opinium in May 2009
3. The full address of the 'IT HAS TO BE HEINZ' Café is 3-10 Shoreditch High Street, London, E1 6PG
4. The Comfort Index study was conducted by Mindlab International Ltd, at the Sussex Innovation Centre, based at the University of Sussex. A national survey of 1,000 UK adults was conducted to determine which foods are considered the nation's top comfort foods of choice. The results of the survey contributed to a list of top savoury hot foods, which was submitted for analysis in the laboratory. Sixteen volunteers aged 24 – 64 (even m/f split) took part in the scientific analysis. All participants were wired-up to record the EEG signals from their brains with sensors attached to their non-writing hand to record EDA.

The Comfort Index Formula was derived using analysis data to find out the relative importance of each property of the food in respect of how comforting it is felt to be.