Travellers touchdown to a taste of home

- Holidaymakers missing home are welcomed back with world's first Heinz arrivals lounge -

The weather might be fine, but after two weeks of 'fishy' paellas, mushy moussakas, dodgy tummies and peculiar TV, many holidaymakers find themselves longing for the familiar comforts of home.

That's the verdict of new research commissioned by Heinz. In a survey of UK adults, over 21% said they miss traditional comfort foods like Heinz Beanz on toast, chips with Heinz Tomato Ketchup and Heinz Cream of Tomato Soup, which suggests that sometimes in life it just has to be Heinz. Additionally, a further 22% admitted they cannot bear to fall behind with the latest happenings of TV programmes like Coronation Street and Eastenders.

With an estimated 60* million Brits packing their bags and heading for foreign shores this year, there are set to be more than 12 million holidaymakers with a serious case of home comfort-sickness.

To cure holidaymakers' home comfort blues, Heinz has today set up the 'IT HAS TO BE HEINZ' arrivals lounge at Gatwick's South Terminal. Resembling a giant Heinz can, the lounge features some of the household brand's most iconic products and is designed to provide travellers with the comforting feeling of home the moment they touchdown on British soil.

Heinz is also in talks with World Duty Free to sell its products in airport duty free shops, allowing holidaymakers to stock up on their favourite comfort foods whether they are passing through departures or arrivals.

Nigel Dickie, spokesperson for Heinz, says: "For people arriving back from foreign travels there is nothing better than settling into a relaxing, homely atmosphere, and that's what we want to provide with the IT HAS TO BE HEINZ arrivals lounge.

And with Heinz Beanz on toast recently voted the nation's favourite comfort dish[(2)], it seemed an ideal time to start looking into making Heinz products available to travellers at World Duty Free; so no matter whether they are coming or going, holidaymakers are never too far from their favourite foods."

ENDS

***** ONS figures of UK visits abroad, Q4 2008 – Q4 2009

Notes to editors

For further information, photography of the IT HAS TO BE HEINZ Arrivals Lounge at Gatwick or an interview with Nigel Dickie from Heinz please contact either Talullah Cullen or Gloria Trapezaris at Cow PR on (T) 020 7234 9150 or email heinz@cowpr.com

1) Research commissioned by Heinz, March, 2010

2). 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.

The family favorite brand launched the ‘IT HAS TO BE HEINZ’ campaign in October 2009 - its biggest in five years. The £5million multi-product campaign includes TV and radio advertising supported by national in-store marketing and cross-category promotional activities, all of which continue to gain momentum into 2010, with the TV advertising back on air this month.