



## **Uncover the Secret Ingredient with Heinz**

*From Cottage Pie to Quesadillas, Heinz Tomato Ketchup adds something special to every dish*

Ever wondered what makes your mum's Bolognese sauce taste so good or what secret ingredient top chefs rely on? It's that versatile ingredient that is always in your store cupboard, it's something celebrity chefs have been using secretly for years, and it can be used to cook everything from cottage pie to cakes.

We want to let you in on this little secret ingredient that will make your family meal times tastier too... It's Heinz Tomato Ketchup.

Working with celebrity chef Paul Rankin, Heinz is launching a brand new interactive website [www.heinz.co.uk/secretingredient](http://www.heinz.co.uk/secretingredient), to encourage you to get involved in cooking tasty recipes from scratch with, using that special secret ingredient, Heinz Tomato Ketchup. The website gives you the chance to cook-along with Paul Rankin as he demonstrates how to cook the perfect recipes using Heinz Tomato Ketchup. Pick up some top tips from one of the UK's top chefs on how to make sure your meals are something your family look forward to every night of the week.

With a choice of 24 recipes available on the site, there is something to suit everyone's taste. Whether you fancy cooking fish, meat or something vegetarian, the rich flavour of cooked sun ripened tomatoes in Heinz Tomato Ketchup makes it the perfect secret ingredient to add a little bit of magic to any recipe.

Rankin runs the Cayenne restaurant in Belfast and is best known for being one of the longest standing and most successful chefs on Ready Steady Cook, along with regular appearances on Saturday Kitchen and Step Up To The Plate.

"We all have that little secret ingredient we like to include in our recipes that we know will make them taste great and Heinz Tomato Ketchup is one of the best," says Paul. "It provides a great depth of flavour to a whole variety of dishes – everything from a classic Spaghetti Bolognese to marinades for the BBQ."



[www.heinz.co.uk/secretingredient](http://www.heinz.co.uk/secretingredient) allows you to share the recipes with your friends via your own Facebook profile and you can even get creative by coming up with your own Heinz Tomato Ketchup recipes to share with other secret ingredient fans on a dedicated Facebook page ([www.facebook.com/HeinzKetchupUK](http://www.facebook.com/HeinzKetchupUK)).

In addition, the Heinz secret ingredient website will not only offer delicious recipes alongside top cookery tips, but also features a fantastic competition to win a cooking holiday to Rankin's home country of Northern Ireland.

For further details please visit [www.heinz.co.uk/secretingredient](http://www.heinz.co.uk/secretingredient) which goes live on 27<sup>th</sup> September 2010.

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**For further information, recipes and imagery please contact Charlotte Beaty-Pownall and Scott Dunn on 0207 331 5300 [charlotte.beaty-pownall@cohnwolfe.com](mailto:charlotte.beaty-pownall@cohnwolfe.com) or [scott.dunn@cohnwolfe.com](mailto:scott.dunn@cohnwolfe.com)**

The Heinz Secret Ingredient website recipes include:

- Apricot Chicken Curry
- Asian Salmon Salad
- Brie & Sage Stuffed Chicken
- Bangers and Mash with Red Onion Gravy
- Chicken Quesadillas
- Cottage Pie
- Classic Chilli Con Carne
- Crunchy Home- Style Coleslaw
- Easy Glazed Tuna Steak
- Green Bean & Shrimp Stir-Fry
- Hearty Meat Lasagne
- Heinz Classic Chicken Cacciatore
- Honey Garlic Sweet Potato Wedges
- International BBQ Burger
- Lasagne
- Mango Salsa Chicken
- Perfect Prawn Cocktail
- Sesame Encrusted Salmon
- Spaghetti Bolognese
- Spicy Bacon Penne
- Spicy Carrot Soup
- Sticky BBQ chicken
- Sweet and Spicy Vegetable Curry
- Three Step Stroganoff