

## Heinz announces new zesty twist on a British classic with the launch of *Heinz Salad Cream with Lemon and Black Pepper*



Calling all *Heinz Salad Cream* fans; for the very first time in its 96 year history, Heinz is launching a zesty, new variety of the favourite sauce, *Lemon and Black Pepper*, available from all major supermarkets from September 2010.

Invented in 1914, *Heinz Salad Cream* was the first Heinz product to be developed specifically to cater for British tastes, and has been a much loved addition to our tables throughout the years. Unaltered since its creation, the launch of the new limited edition *Heinz Salad Cream with Lemon & Black Pepper* is a real first for this classic brand.

*Heinz Salad Cream Lemon and Black Pepper* blends the freshness of lemon and the bite of black pepper with the great taste of this British favourite, adding a delicious and flavoursome twist.

*Heinz Salad Cream with Lemon and Black Pepper* goes especially well with chicken or fish. Mix with tuna to perk up sandwiches, great served with salmon fillets or add to chicken quesadillas for a touch of citrusy freshness.

For more inspiration visit [www.heinz.co.uk](http://www.heinz.co.uk) and discover a wealth of delicious recipe ideas to try that are perfect for Autumn, including wraps, pasta, meat & seafood - all featuring the distinctive flavour of *Heinz Salad Cream with Lemon and Black Pepper*.



The new flavour is the brainchild of *Heinz Salad Cream* Senior Brand Manager Lynsey Hurst, who came up with the idea whilst making a sandwich on a quiet night in. Experimenting by stirring a squeeze of lemon and a twist of black pepper into some *Heinz Salad Cream*, she gave the sauce a tangy freshness she really liked. Excited by her creation, the next day she brought it to the office for everyone to try. Less than a year later Lynsey is bringing the unique new taste direct from her kitchen to supermarket shelves everywhere for fans to enjoy.

Hurst comments: 'Lemon and black pepper is a classic and delicious combination. We believe the addition of these ingredients is a perfect way of bringing a new twist to a much-loved British favourite.'

Heinz Salad Cream Lemon and Black Pepper will be available in all major supermarkets for a limited time only, from September 2010 - don't miss out!

RRP: £1.15 - 295g Handy Pack bottle

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For further information, samples, recipes and imagery please contact Sarah Jackson on 0207 331 5300  
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#### Notes to Editors

- Heinz Salad Cream has been brightening up our food & mood for nearly 100 years. During World War II, when many ingredients were in short supply & Heinz Tomato Ketchup was taken off the shelves, the nation reached for Heinz Salad Cream to add a tasty zing to the often bland ration food.