



## A Souped-up Centenary

**- Heinz Cream of Tomato Soup celebrates turning 100 at Fortnum & Mason -**



One of the UK's most iconic comfort foods, Heinz Cream of Tomato Soup, will celebrate its 100<sup>th</sup> birthday tomorrow with a big bash at the soup's very first home: Fortnum & Mason.

The week-long centenary celebrations will see Heinz release a label based on the original Cream of Tomato Soup packaging that first appeared in 1910. The vintage label will be available exclusively at Fortnum & Mason during the celebrations before appearing on cans in supermarkets throughout the UK from October.

The Fortnum & Mason festivities will also see the introduction of a unique Heinz Cream of Tomato Soup menu at their prestigious Gallery restaurant. The menu (see below), created by Fortnum & Mason's Gallery Head Chef Damon Shore, will offer four delicious courses of comforting Cream of Tomato Soup inspired dishes.

Fortnum & Mason was the first UK stockist of Heinz Cream of Tomato Soup in 1910. Since then, it has proven to be a hugely popular product among Brits, lifting spirits and providing a comforting boost with each of the 8.2 billion cans sold<sup>1</sup>. And with sales of 94.9 million cans this year alone<sup>2</sup>, the famous soup is clearly more popular than ever.

Nigel Dickie, spokesperson for Heinz, comments: "Fortnum & Mason is where the nation's love affair with Heinz Cream of Tomato Soup began. The fact that Heinz Soup is

still as popular today as it was 100 years ago is a testament to the staying power of one of the UK's best loved food brands.

This birthday is both a celebration of the last century and a look ahead to the future. We hope that 100 years from now, people still feel that when it comes to comfort food, it has to be Heinz."

**The exclusive menu will include:**

1. Half a dozen Bigbury Bay Oysters with a Bloody Mary style Cream of Tomato soup

*Indulge in fresh, top quality Oysters presented on a bed of crushed ice with a Cream of Tomato Soup Bloody Mary as the perfect accompaniment to leave a tangy taste as the Oysters slip down*

2. Classic Heinz Cream of Tomato Soup with spiced snippets

*A delicious bowl of classic Heinz Cream of Tomato Soup with a twist - served with a snippet of pesto, crème fraiche and spicy sun dried tomato salsa*

3. Rose veal and basil meatballs with Heinz Cream of Tomato Soup and fresh penne pasta

*Ethically sourced rose veal, perfectly accompanied by fresh penne pasta dressed with basil and Heinz Cream of Tomato Soup and topped off with a fine grating of parmesan*

4. Cake

*A moreish fruit cake made with Cream of Tomato Soup, served with a delicious, thick vanilla cream*

**- ENDS -**

**Notes to editors:**

Other anniversary activity at Fortnum & Mason includes:

- An exquisite birthday-themed window display
- Special edition Fortnum & Mason hampers filled with Heinz Cream of Tomato Soup products
- A number of exhibitions and displays, including original Heinz Cream of Tomato Soup cans from the last 100 years and Heinz Cream of Tomato Soup advertisements from 1910 until now

1. Heinz internal sales data August 2010

2. Nielsen retail data July 2010

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