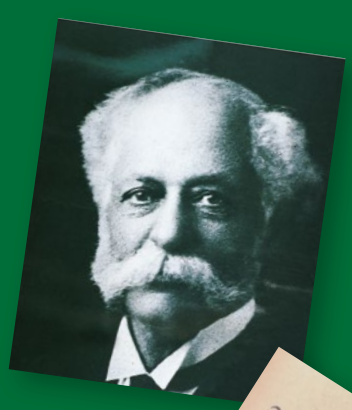
Celebrating

100 Years of ZING

with Heinz Salad Cream

HEINZ SALAD CREAM BOTTLE EVOLUTION

1914 → 2014



1914

Heinz Salad Cream launched after 8 years in preparation. It was the first brand developed exclusively for the UK market, made using a recipe wholly developed in the UK. The 'keystone' Heinz label is a tribute to Henry J Heinz's home state of Pennsylvania, the 'Keystone State'

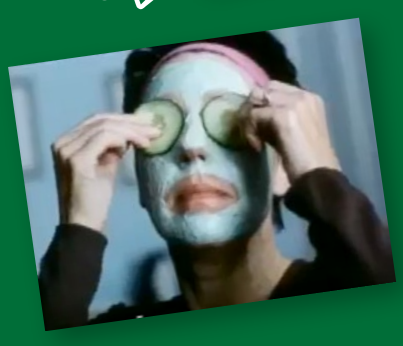
1940s

During WWII when many ingredients were in short supply and Heinz Tomato Ketchup was taken off the shelves, the nation reached for Heinz Salad Cream to add a tasty zing to the often bland food

1992

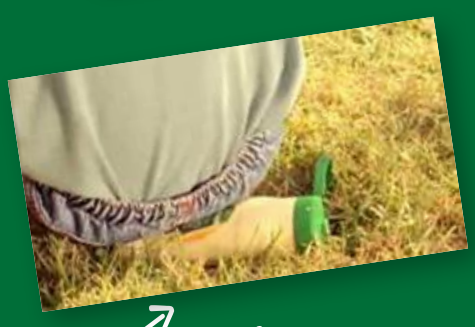
Heinz award winning advertising campaign with beautiful illustrations hand-drawn by Robin Heighway-Bury

click here ↓



2000

Part of a series of ads with the tagline "Any food tastes supreme with Heinz Salad Cream"



click here

2007

Heinz creates the iconic Ladybugs Picnic ad to communicate the tagline "Pourable Sunshine" which was used throughout TV and print advertising

2014

Heinz Salad Cream celebrates its 100 year anniversary – 100 Years of Zing!

1925

Production begins in Harlesden, West London. Heinz Salad Cream jars were hand-packed in straw-lined barrels. The work schedule was 180 dozen jars a day – with a halfpenny a dozen bonus if the loyal, skilled workforce could beat the target

1950s–1970s

The original award-winning commercial that launched the Heinz Salad Cream "Salads Were Made For It" tagline

click here

late 1990s

National outcry when it was made public that Heinz considered deleting Salad Cream - the issue was even raised in the House of Commons. In 2000 Heinz decides to save Salad Cream from extinction

2002

The first upside-down bottle paves the way for clean convenience and easy storage

2010–2011

Heinz launches its first ever flavoured Salad Cream, Lemon and Black Pepper, which expanded its usage to chicken and tuna. A second new flavour, Cucumber and Dill, is launched

100 Years of ZING

www.facebook.com/HeinzSaladCream