Heinz Rolls Out Jalapeno Ketchup

PITTSBURGH (Business Wire) — This Cyber Monday, Heinz® Ketchup is giving its more than 1 million Facebook fans in the U.S. a hot holiday offer with the chance to purchase its newest limited edition flavor, Heinz Tomato Ketchup Blended with Real Jalapeño, before it hits retail store shelves. To celebrate “12 Days of Jalapeño Ketchup,” fans can purchase the product exclusively through Facebook from November 26 to December 7. For an extra gift on Cyber Monday, everyone who orders that day will be entered in a sweepstakes for a chance to win one of 350 holiday ornaments from Heinz.

“We’re excited to offer our newest limited edition flavor just in time for the holidays,” said Eric Dahmer, senior brand manager for Heinz Ketchup. “It makes the perfect stocking stuffer for the friend or family member who likes to add a little kick to their meals.”

New Heinz Tomato Ketchup Blended with Real Jalapeño is the same thick, rich tomato ketchup that consumers love, with one ingredient added – real jalapeños. The unique, hot flavor is perfect for adding a kick to breakfast favorites like eggs and hash browns, or spicing up classics like burgers and fries. Like all Heinz Ketchup varieties, it is “Grown, Not Made®” from only the firmest, juiciest, freshest tomatoes that are grown from Heinz® seeds by a select group of trusted farmers.

Heinz Tomato Ketchup Blended with Real Jalapeño will be sold in the classic 14-ounce glass bottle with a dark green label on Facebook for $4.99 including shipping, and orders of two to five bottles will receive a free bottle with purchase. The 350 holiday ornament winners will be selected from orders placed between 5 a.m. EST on November 26 and 3 a.m. EST on November 27. Visit the Heinz Ketchup Facebook page at www.facebook.com/HeinzKetchup [1] for official rules and more details.

Beginning in January 2013, the limited edition flavor will be available at select retailers, including select Walmart and Target locations for a suggested retail price of $2.49.

ABOUT HEINZ

H.J. Heinz Company, offering “Good Food Every Day,”™ is one of the world’s leading marketers and producers of healthy, convenient and affordable foods specializing in ketchup, sauces, meals, soups, snacks and infant nutrition. Heinz provides superior quality, taste and nutrition for all eating occasions whether in the home, restaurants, the office or “on-the-go.” Heinz is a global family of leading branded products, including Heinz® Ketchup, sauces, soups, beans, pasta and infant foods (representing over one third of Heinz’s total sales), Ore-Ida® potato products, Weight Watchers® Smart Ones® entrees, breakfasts, desserts and snacks, T.G.I. FRiDAY’s® snacks, and Plasmon® infant nutrition. Heinz is famous for

its iconic brands on six continents, showcased by Heinz® Ketchup, The World's Favorite Ketchup®.

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