

**EARN 10%  
BACK ON FEATURED  
PRODUCTS**

JULY 1, 2019 THRU SEPTEMBER 30, 2019  
SIGN UP WITH YOUR REP BY JUNE 30, 2019



# FLEX YOUR FLAVORS.

CREATE A CRAVEABLE CONDIMENT EXPERIENCE WITH KRAFT HEINZ.

Customers want trend-driven food experiences and focusing on your condiments helps keep things fresh without reinventing the menu. With the right combination of dishes and sauces, customers will never eat the same meal twice. Whether you go bold with big flavors or keep things simple with tried-and-true classics, Kraft Heinz gives you the freedom to create the flavor you want while giving customers the flexibility to make it theirs.



**OVER HALF OF CONSUMERS  
SAY THEY'D BE WILLING TO PAY MORE  
FOR SANDWICHES THAT FEATURE  
BRAND-NAME CONDIMENTS!**



**1/3 OF CONSUMERS  
ORDER TAKEOUT MORE OFTEN  
THAN IN 2016?**

**KraftHeinz**  
FOODSERVICE

EARN 10% BACK ON EVERY INCREMENTAL \$1 SOLD  
IN Q3 2019 VS. Q3 2018 BASELINE SALES.

*No earnings limit. Must grow at least \$1,000 to qualify for payout.*

Sell \$10,000 more than over  
the same time period last  
year to earn \$1,000 back.



## CONDIMENTS & SAUCES

Flavorful condiment and sauce additions can help enliven the menu without totally changing it up.



59% OF CONSUMERS WOULD BE WILLING  
TO PAY MORE FOR INNOVATIVE FLAVORS  
IN CONDIMENTS<sup>3</sup>



CONDIMENTS AND INGREDIENTS COMMONLY SERVED  
WITH BARBECUE FOODS POP IN SUMMER MONTHS,  
BOTH IN AND OUT OF HOME<sup>4</sup>

SKU #	Description	Packaging	Distributor Code
10013000526606	HEINZ 57 SAUCE	24 5 OZ	
10013000606278	HEINZ 57 SAUCE	2 1 GAL	
10013000007310	HEINZ YELLOW MUSTARD	16 13 OZ	
10013000002216	HEINZ YELLOW MUSTARD FOREVER FULL	16 9 OZ	
10013000409367	HEINZ YELLOW MUSTARD	16 12.75 OZ	
10013000980453	HEINZ HONEY MUSTARD	2 1.5 GAL	
10013000500101	HEINZ BBQ SAUCE	2 1.5 GAL	
10013000537107	HEINZ CAMPSIDE BBQ SAUCE	4 1 GAL	
10013000539507	HEINZ NO 1 HICKORY SMOKED BBQ SAUCE	14.475 KG	
10013000522301	HEINZ MAYONNAISE	601.8 FL OZ	
10013000515587	SIMPLY HEINZ HONEY MUSTARD	2 1.5 GAL	
10051600000034	LEA & PERRINS WORCESTERSHIRE SAUCE	24 5 FL OZ	
10051600003011	LEA & PERRINS WORCESTERSHIRE SAUCE	3 1 GAL	
10021000678973	KRAFT BBQ SAUCE SMOKE	4/1 GAL	

## CONDIMENTS & SAUCES - continued

SKU #	Description	Packaging	Distributor Code
21000684373	KRAFT BBQ SAUCE ORIGINAL	1/5 GAL	
10021000678966	KRAFT BBQ SAUCE ORIGINAL	4/1 GAL	
10021000642196	KRAFT MAYO	4/1 GAL	
10021000642189	KRAFT MAYO EXTRA HEAVY	4/1 GAL	
10021000643018	KRAFT MAYO LIGHT	4/1 GAL	
10021000051806	KRAFT PURE MAYONNAISE	4/1 GAL	
10021000052933	KRAFT MAYO REAL	12/12 OZ	
10021000633163	MIRACLE WHIP DRESSING	4/1 GAL	
10054400000020	A1 SAUCE	12/10 OZ	
10054400000037	A1 SAUCE	24/5 OZ	
10054400000013	A1 SAUCE	2/1 GAL	
10019582390574	BULLSEYE BBQ ORIGINAL SAUCE	4/1 GAL	
19582390744	BULLSEYE BBQ ORIGINAL	1/5 GAL	
10019582391755	BULLSEYE BBQ HONEY SMOKE	4/1 GAL	
10019582392240	BULLSEYE SWEET BBQ SAUCE	4/1 GAL	
10043000806033	OPEN PIT ORIGINAL BBQ	4/1 GAL	
43000806081	OPEN PIT ORIGINAL BBQ	1/5 GAL	
43000806302	OPEN PIT BBQ HICKORY	1/5 GAL	
10043000806415	OPEN PIT BBQ HICKORY	4/1 GAL	
100544000000389	GREY POUPON DIJON MUSTARD	6/48 OZ	
100544000030225	GREY POUPON DIJON MUSTARD	2/1 GAL	
100544000000556	GREY POUPON DIJON MUSTARD	24/6 OZ	
100544000000259	GREY POUPON DIJON MUSTARD	12/8 OZ	
100544000000525	GREY POUPON DIJON MUSTARD SQUEEZE	12/10 OZ	
100544000000464	GREY POUPON COUNTRY DIJON	6/48 OZ	
100544000000686	GREY POUPON BISTRO SAUCE	4/48 OZ	
100544000002543	GREY POUPON BISTRO SAUCE	12/12 OZ	



**PORTION CONTROL** – Give guests the ability to customize their carryout experience.



CONSUMERS ARE **64%** LIKELY TO PURCHASE A SANDWICH WHEN CHOOSING CARRYOUT FOR LUNCH, MAKING A VARIETY OF ON-THE-GO CONDIMENTS ESSENTIAL.<sup>3</sup>

**MAYOCHUP WAS THE #1** TURNING ITEM FOR WALMART AND KROGER AFTER ITS RETAIL LAUNCH.<sup>5</sup>



SKU #	Description	Packaging	Distributor Code
10013000530504	HEINZ MILD MUSTARD	500 .2 OZ	
10013000530603	HEINZ MILD MUSTARD	200 .2 OZ	
10013000514009	HEINZ DIJON MUSTARD ROOMSERVICE	60 2 OZ	
10013000714409	HEINZ HONEY MUSTARD	100 1 OZ	
10013000524602	HEINZ HONEY MUSTARD SAUCE	60 2 OZ	
10013000529300	HEINZ MARINARA SAUCE	60 2 OZ	
10013000533505	HEINZ SYRUP	100 1.5 OZ	
10013000532409	HEINZ MILD TACO SAUCE	200 9 GM	
10013000986806	HEINZ TACO SAUCE	500 9 GM	
10013000531808	HEINZ RELISH	200 9 GM	
10013000531501	HEINZ SWEET RELISH	500 .31 OZ	
10013000714805	HEINZ RANCH DRESSING	100 .75 OZ	
10013000544303	HEINZ RANCH DRESSING	60 2 OZ	
10013000531600	HEINZ TARTAR SAUCE	200 12 GM	
10013000713808	HEINZ SWEET & SOUR SAUCE DUNK CUP	100 1 OZ	
10013000533703	HEINZ HONEY	200 9 GM	
10013000714607	HEINZ BARBECUE SAUCE	100 1 OZ	
10013000524503	HEINZ BARBECUE SAUCE	60 2 OZ	
10013000533802	HEINZ BARBECUE SAUCE	200 12 GM	
10013000544402	HEINZ BLUE CHEESE DUNK CUP	60 2 OZ	
10013000644805	HEINZ BUFFALO HOT SAUCE	60 2 OZ	
10013000531402	HEINZ MAYONNAISE	500 12 GM	
10013000531709	HEINZ MAYONNAISE	200 12 GM	
13000013154	HEINZ MAYOCHUP	200 7/16 OZ	
10013000381007	SIMPLY HEINZ BARBECUE SAUCE	100 1 OZ	
10013000002926	SIMPLY HEINZ BARBECUE SAUCE	200 12 GM	
10013000002964	SIMPLY HEINZ YELLOW MUSTARD	500 5.5 GM	
10013000381014	SIMPLY HEINZ HONEY MUSTARD	100 1 OZ	
10013000002933	SIMPLY HEINZ MAYONNAISE	200 12 GM	
21000664856	KRAFT MAYONNAISE	200 7/16 OZ	
10021000665331	KRAFT LIGHT MAYONNAISE	200 7/16 OZ	
19582397095	BULLSEYE CUP ORIGINAL	100/1 OZ	
54400000658	AI SAUCE	200/.5 OZ	
716037089450	TASTE PLEASERS GOURMET HONEY MUSTARD SAUCE	100 1 OZ	
716037279455	TASTE PLEASERS GOURMET BARBECUE SAUCE	100 1 OZ	
54400011319	GREY POUPON DIJON	200/.25 OZ	
716037139605	MADEIRA FARMS TABLE SYRUP	100 1.5 OZ	
716037830465	TEXAS PETE HOT SAUCE	1000 7 GM	
716037218102	PPI MAYONNAISE	200 12 GM	

## BEVERAGES

Tempt them to top off their order with a delicious drink.



CONSUMERS EXPECT  
CUSTOMIZATION OPTIONS  
FOR TO-GO BEVERAGES<sup>5</sup>



STRAWBERRY AND RASPBERRY ARE  
THE TOP LEMONADE FLAVORS  
ON RESTAURANT MENUS<sup>7</sup>

SKU #	Description	Packaging	Distributor Code
10043000013981	COUNTRY TIME LEMONADE	15/2 GAL	
10043000013998	COUNTRY TIME PINK LEMONADE	15/2 GAL	
10043000839376	CRYSTAL LIGHT LEMONADE	12/2 GAL 2.2 OZ	
10043000839314	CRYSTAL LIGHT FRUIT PUNCH	12/2 GAL 1.80 OZ	
10043000839536	CRYSTAL LIGHT ICED TEA	12/2 1.4 OZ	
10043000839543	CRYSTAL LIGHT RASPBERRY ICE	12/2 GAL 1.8 OZ	
10043000839475	CRYSTAL LIGHT STRAWBERRY KIWI	12/2 GAL 1.9 OZ	
10043000839352	CRYSTAL LIGHT PINEAPPLE ORIGINAL	12/2 GAL 1.7 OZ	
10043000839512	CRYSTAL LIGHT CITRUS BLEND	12/2 GAL 2 OZ	
10043000839420	CRYSTAL LIGHT SUNRISE ORANGE	12/2 GAL	
10043000839925	KOOL AID BLUE RASPBERRY LEMONADE	15/2 GAL	
10043000840235	KOOL AID TROPICAL PUNCH	15/2 GAL	
10043000854966	KOOL AID WATERMELON	15/2 GAL	
10043000021436	TANG ORANGE ENERGY MIX	12/25.4 OZ	

## BURGERS & FRANKS

Grilled mains are the perfect way to showcase a variety of spreadable flavors.



MAYO IS PAIRED  
WITH BURGERS ON  
29% OF MENUS<sup>8</sup>

CONSUMERS ARE LOOKING BEYOND  
TRADITIONAL TOPPING, CHEESES AND BUNS AS  
THEY DEMAND MORE NEW AND UNIQUE FLAVORS<sup>9</sup>

SKU #	Description	Packaging	Distributor Code
44700003947	OSCAR MAYER BEEF FRANK	6/# 6 IN	
44700001837	OSCAR MAYER BEEF FRANK	8/# 6 IN	
44700001059	OSCAR MAYER BEEF FRANK	4/# 6.5 IN	
44700003916	OSCAR MAYER BEEF FRANK	5/# 6 IN	
44700001936	OSCAR MAYER BEEF FRANK	5/# 10.5 IN	
44700099247	OSCAR MAYER NO ARTIFICIAL PRESERVATIVES BEEF HOT DOG	6 LB	
44700001677	OSCAR MAYER WIENER	5/# 6 IN	
44700003619	OSCAR MAYER WIENER	8/# 6 IN	
759283600383	BOCA ALL AMERICAN BURGER	48/5 OZ	
759283600376	BOCA ALL AMERICAN BURGER	48/3.5 OZ	
759283600369	BOCA ORIGINAL VEGGIE BURGER	48/5 OZ	
10759283334452	BOCA ORIGINAL VEGAN BURGER	12/10 OZ	
759283550275	BOCA VEGAN GROUND CRUMBLES	4/2.5#	



## SIDES & DESSERTS

Customers crave indulgence even when they're on-the-go.



62% OF CONSUMERS  
SNACK TO SATISFY  
A CRAVING.<sup>9</sup>



THE PERCENTAGE OF CONSUMERS WHO SAY THEY  
SNACK TWO TO THREE TIMES A DAY  
INCREASED TO 55% IN 2017.<sup>9</sup>

SKU #	Description	Packaging	Distributor Code
10021000610898	PHILADELPHIA CUP CREAM CHEESE	100/.75 OZ	
10021000610942	PHILADELPHIA CUP LIGHT CREAM CHEESE	100/.75 OZ	
10021000045294	PHILADELPHIA CHEESECAKE BATTER POUCH	4-3 LB	
10021000704436	KRAFT MAC & CHEESE FROZEN POUCH	36/7 OZ	



**ELIGIBLE PARTICIPANTS:** Direct Buying Distributors and distributors buying through eligible redistributors. Offer not valid for distributors participating in truckloads, deals or other promotional offers. Ask your KHC rep if you qualify for this promotion.

Payments will be made directly to participating distributors upon invoicing with back-up. Payment will be calculated at the end of the promotion period and a check will be mailed within 30 days. Promotion is based on deliveries/shipments, not what is on order. Product must ship by 9/30/19. To sign up, contact your KHC sales representative with your intention to participate by 6/30/19.

<sup>1</sup>Technomic Inc., Sandwich Consumer Trend Report, 2016

<sup>2</sup>Technomic Inc., Takeout & Off-Premise Consumer Trend Report 2018

<sup>3</sup>Datassential Condiments, Sauces, and Dressing Keynote, 2019

<sup>4</sup>Datassential Menu Trends, 2018

<sup>5</sup>Nielsen Innovation Tracker, 2018

<sup>6</sup>Mintel Coffee Report, July 2018

<sup>7</sup>Restaurant Business, 2018

<sup>8</sup>Technomic Inc., Burger Consumer Trend Report, 2017

<sup>9</sup>Mintel, 2017