Kraft Heinz FOODSERVICE

Inspire Brands - BWW

Kraft Heinz Capabilities



Inspire Brands Dedicated Support Team at Kraft Heinz



Dedicated Partners



Leadership
Michael Crouse
President



Leadership
Maureen Oskielunas
General Manager



Sales
Eve McDermott
Associate Director



Sales
Shellie Walker
Sr. National Account Manager



Marketing
Vivian Chen
Director



Marketing
Keegan Thimons
Sr. Assoc. Marketing Manager



Marketing
Alyssa Haber
Sr. Marketing Analyst



Supply Chain
Ken Terwilliger
Supply Chain Lead



R&D
Julia Gregg-Albers
Head of R&D



Quality
Randall McCravy
Associate Director



Culinary
James Messinger
Corporate Chef



Finance
Michael Oberdorf
Associate Director

250+ Years of Beloved Brands

Global Powerhouse

Trusted producer of delicious foods, the Kraft Heinz Company provides high quality, great taste and nutrition for all eating occasions, whether at home or on the-go

Foodservice Advantage

Leverage both our expertise in retail and foodservice to bring the perfect solution to your customer

- Consumer Insights
- Culinary Expertise
- R&D Center
- Unparalleled Brands
- Signature Items
- Manufacturing Excellence

Kraft Heinz Products Enjoyed at BUFFALO WILD WINGS

Kraft Heinz FOODSERVICE

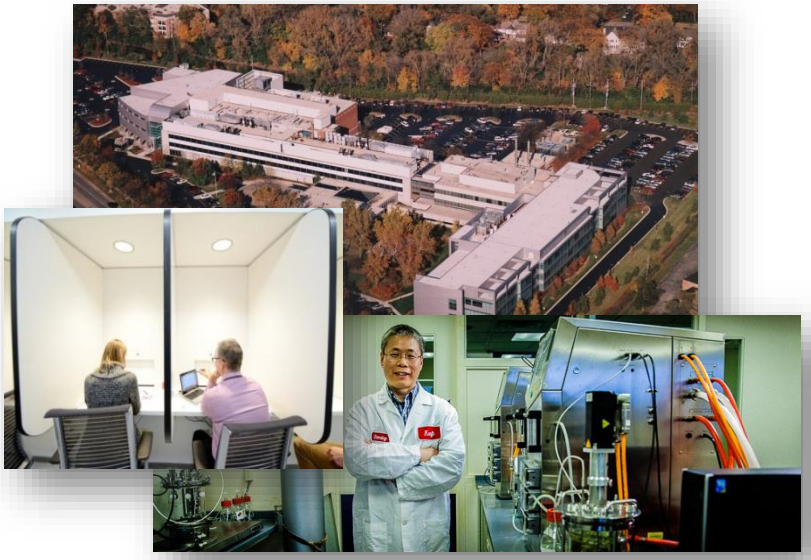
Description	Heinz Ketchup Table Top	Heinz Ketchup Inverted Bottle	Heinz Ketchup Thunderbird Bottle	Heinz Ketchup Pouch Pak	Heinz Ketchup Single Serve
Pack Size	24/14OZ	30/20OZ	16/14OZ	6/7.125lb	1000/9GM
					

Description	Heinz Mustard Table Top	Heinz Mustard Single Serve	Heinz Mustard Bulk Jug	Heinz Mayonnaise Single Serve
Pack Size	6/12.75OZ	500/0.2OZ	6/6.5LB	200/12GM
				

Inspire Resources

R&D and Culinary Resources

R&D Facilities and Capabilities



- 85,000 ft^2 of State –of-the-Art pilot plant space
- Highly modular and flexible
- Capable of producing all major KHC products

- Enables speed to market, lower costs, & manufacturing quality and consistency

Sensory & Consumer Sciences

Insights Enabled Development

- Sensory Testing
- Consumer Testing
- Employee Panels & Focus Groups

Analytical Science

Actionable Scientifically Based Results

- R&D Support
- Manufacturing Analytical
- Quality & Integrity Testing

Imaging Lab

Turns ideas into a visual or physical reality

- 2D Visualization
- Prototyping
- 3D Realization

Insight Resources

Insights are at the heart of everything we do,
to bring the perfect solution to your customer

Consumer & Macro Trends

Extensive number of syndicated and custom reports across both Retail and Foodservice Channels; in-depth tracking of key cohorts and Mega Trends

Market Place Information

Topline and state of the industry reports, channel specific insights, and international trend spotting

Category Management

Kraft Heinz proprietary tool for optimizing assortment; investment in industry data to understand category trends

Menu Trends

Menu tracking on numerous categories, both current and upcoming flavor trends; menu concept testing and LTO analysis

Foodservice & Culinary Team

Dedicated foodservice team to ideate based on marketplace trends

Kraft Heinz Proprietary Research

Flavor study, numerous custom research studies

Marketing Resources

Amplify Brand Awareness by Creating a Strategic Digital Marketing Campaign

Website

Over 100MM+ visitors/year

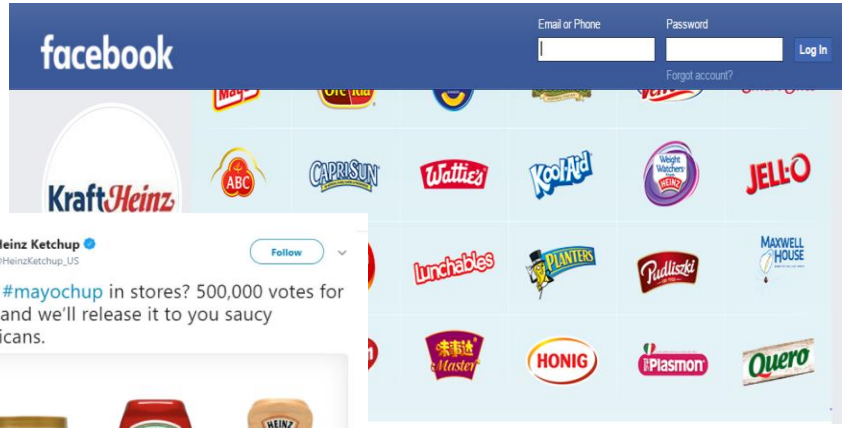
2nd Largest CPG F&B website

Mobile-optimized

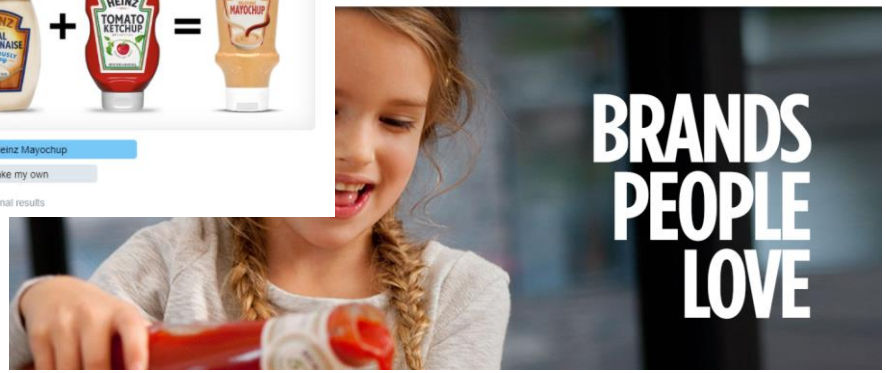
Social

1B+ impressions from organically built following with Twitter, Instagram and Facebook

Quick and powerful social megaphone for brand content







Questions?

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Evelyn.McDermott@KraftHeinz.com

Shellie Walker
National Account Manager - Sales
Shellie.Walker@KraftHeinz.com



Kraft Heinz Extensive Foodservice Portfolio

Kraft Heinz FOODSERVICE

Condiments & Sauces

HEINZ TOMATO KETCHUP · KRAFT MAYO · Kraft DRESSINGS · A.1. · HEINZ ESTD 1869 · HEINZ BBQ SAUCE Kansas City SWEET & SMOKY · HEINZ Simply Heinz · Pure Kraft · GREY POUPON

Meal Solutions

Entrees & Sides

Kraft macaroni & cheese · Heinz SOUPS MADE FOR YOUR WORLD. · Quality Chef by Chef Francisco

Meats & Dairy

Oscar Mayer · Kraft · PHILADELPHIA · POLLY-O

Tomatoes & More

Escalon Above All, A Better Tomato · claussen

Beverages, Snacks, & Desserts

Beverages

Kool-Aid · GEVALIA KAFFE · CAPRI SUN · MAXWELL HOUSE

Snacks

PLANTERS · CORN NUTS

Desserts

JELL-O · PHILADELPHIA · KRAFT Jet-Puffed

Format & Packaging Flexibility

Single Serve





Table Top







Bulk





Kraft Heinz has a Wide Variety of Portion Control Flavors

Recipe Experience & Expertise

*Branded * Proprietary * Clean Label*

Classics

- HEINZ Ketchup
- Yellow Mustard
- Dijon Mustard
- Honey Mustard
- Grey Poupon
- A1
- Sweet & Sour

Dipping Sauces & Dressings

- Ranch
- Blue Cheese
- Honey Mustard
- And more

BBQ

- Heinz
- Kraft
- Bulls Eye
- Bold
- Honey

Hot Sauce

- Buffalo
- Wing Sauces
- Picante
- Taco
- Tabasco
- Texas Pete
- Tapatio

Breakfast

- Syrup
- Honey
- Jams
- Jellies
- Peanut Butter
- Cream Cheese

Specialty

- Cocktail
- Tartar
- Salsa
- Pickles
- Relish
- Lemon Juice
- Teriyaki
- Ethnic

Proprietary

INSPIRE

Kraft Heinz Flavor and Packaging Expertise

Squeeze



Dip & Dunk



Kraft Heinz Portion Control Formats for Every Use

	Menu Examples	Guest Usage Occasions	Format Options
Square cups *Dipping*		• Used by most QSR • More efficient transportation (less empty space in a case)	• Cups of .75oz, 1oz, 1.5oz, 2oz. • Cases of 60, 100 and 200 counts.
Round cups *Dunking*		• Better for “scooping” more solid items such as, cream cheese. • Flexible to either dip or pour out for sauces with mixed uses: marinara, buffalo, BBQ	• Cups of 1.5oz, 2oz. • Cases of 60 and 100 counts.
Packets *Spreading*		• Perfect for sauces to be applied directly to fries • The right choice for condiments used in small quantities (hot sauce)	• Packets of 4 g, 7 g, 9 g, 10 g, 11 g, .5oz, 1oz, 1.5oz, 2oz. • Cases of 100, 200, 500, 1000 and 1500 count.