



HEINZ
ESTD 1869

VEGAN MAYONNAISE
STYLE SPREAD

CREATED TO DELIVER ON THE SAME RICH, TANGY AND EGGY
FLAVOUR OF A PREMIUM MAYONNAISE, WITHOUT THE EGG!

KraftHeinz
FOODSERVICE

www.kraftheinzfoodservice.ca
1-800-705-7238

NEW!



32% of Canadians follow a diet that **eliminates or reduces their intake of animal-based products** (Vegan/Vegetarian/Flexitarian)

Restaurants are responding – **Vegan menu items grew by +17%** in 2019 vs. prior year

Source: Nielsen 2018, Technomic 2019



Format	SKU	GTIN	Description	Pack Size	Case Size
Pouch	00570000115200	00057000011529	Heinz Vegan Mayonnaise Style Spread	1 L	4 count

KraftHeinz

is the total **Foodservice market leader** in the Spoonable Dressings category.

Plant-based condiments and dips are on a growth trajectory: retail category **generated \$12.4 million in sales** and was **up 29%** for 2018 year end

Vegan **condiments, dressings and dips** are among the **top plant-based trends** in 2020

Source: Mintel United Fresh 2019, Technomic 2019



It's the one **CANADIANS LOVE**

Our vegan mayonnaise-style spread is proudly prepared in Canada and made with

NO ARTIFICIAL FLAVOURS!

8% of Canadian consumers actively avoid eggs – a “vegan” call-out creates a **“better-for-you” perception** and triggers permissibility to **indulge in classic condiments**

Source: Technomic 2017



For more products and recipe development, check out our Kraft Heinz Foodservice website: www.kraftheinzfoodservice.ca

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