

NEW

FOUR PEPPER RANCH: FOUR PEPPERS + BUTTERMILK RANCH

Four Peppers Create Complexity & Delight



Chile De Arbol: star player... brings heat with a natural hint of nuttiness



Chile Ancho: dried Poblano Pepper, adds sweet & smoky flavor



Cayenne Pepper: balanced heat



Paprika Pepper: smoky flavor depth

2oz/36ct HNZ Four Pepper Ranch
GTIN: 10013000013755

Consumer Trends

THIS SPICY & BALANCED PEPPER BLEND IS COOLED BY THE TANGY & REFRESHING FLAVOR OF BUTTERMILK RANCH

SPICY RANCH 4yr growth potential is above average at 68th percentile²

80% of C-store (CST) consumers would try **HEINZ FOUR PEPPER RANCH**⁴

63% of CST consumers say new & exciting flavors increases their likeliness to buy more dip cups⁴

Consumers pick **HEINZ** as the **BEST TASTING** brand of condiments overall – with over **TRIPLE THE VOTES** of any other brand¹

Product Benefits

- Shelf Stable
- Easy-to-stock 36ct case
- Ability to charge consumers
- Premium HEINZ brand



Don't forget the classics



Full line of 2oz flavors



Merchandising Solutions



IT HAS TO BE HEINZ.

INGREDIENTS: SOYBEAN OIL, WATER, DISTILLED WHITE VINEGAR, CORN SYRUP, DRIED BUTTERMILK, EGG YOLKS, CONTAINS LESS THAN 2% OF: SALT, MODIFIED FOOD STARCH, SUGAR, INACTIVE DRIED YEAST, LACTIC ACID, DE ANCHO PEPPERS, XANTHAN GUM, SOY CREAM (CULTURED CREAM, NONFAT MILK), GARLIC POWDER, ANCHO PEPPERS, CAYENNE PEPPER, LEMON JUICE CONCENTRATE, ONION POWDER, PAPRIKA, DEHYDRATED PARSLEY, OLEORESIN CAPSICUM, POTASSIUM SORBATE, SODIUM BENZOATE AND CALCIUM DIBENZOATE (AS PRESERVATIVES), CONTAINS EGG, MILK.

MFG. BY KRAFT HEINZ FOODS COMPANY, PITTSBURGH, PA 15222
CONTACT US AT: 1-888-368-0764



NET WT. 2 OZ (56g)

040500342400

Labeled for individual sale

Made for Chicken...

Great For So Much More!



+8.3% growth projection for FS Chicken³



63% like classic ranch with Pizza⁴

HEINZ
ESTD 1869

1. Dataessential Dec 2018 2. Dataessential SNAP 2019 3. Technomic, Top 500 Preliminary results 2019 4. Suzy Survey 2020: 500+ C-Store Foodservice Consumers 5. Dataessential Dec 2020 – Chicken Trends

Kraft Heinz
AWAY FROM HOME

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