

# newsworthy trends

## Consumers Pour Out Their Feelings About Ketchup

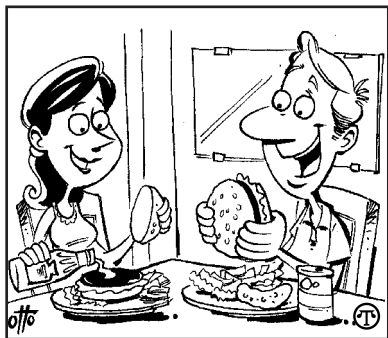
(NAPSA)—The dictionary defines a “condiment” as “something served with food to enhance its flavor.” However, to connoisseurs, condiments such as ketchup are often considered much more. Many times it can be the deciding factor between a favorable or unfavorable meal.

But just as one person may say “ketchup” and another “catsup,” not all ketchups are alike—and consumers know the difference. In fact, according to a recent survey, an estimated 80 percent of Americans who prefer a specific ketchup brand choose Heinz—the brand that is already served in four out of five of the nation’s restaurants.

According to H.J. Heinz Company, a good meal out deserves a great ketchup, and many consumers would agree. Roughly one out of four would consider going to another restaurant if they knew their restaurant didn’t serve their favorite condiment brand.

“We know that the majority of consumers prefer Heinz Ketchup and are extremely disappointed when it isn’t served,” said Jeff Berger, president of Heinz Foodservice. “We want consumers to know it’s OK to tell restaurants how they really feel and insist on America’s favorite ketchup.”

This philosophy is being backed



**Consumers often see red when they discover their favorite ketchup isn’t being served.**

up by the company’s new advertising campaign, which further encourages restaurant patrons to “pour out” their feelings. Consider: If your steak is undercooked or your table is dirty, you’d likely complain to your waiter or waitress. So why shouldn’t you express your disappointment when your favorite condiment isn’t offered?

“The campaign takes an innovative approach by targeting both consumers and food service operators to generate more demand for Heinz Ketchup,” explains Berger. “We’re taking the demand to a new level.”

To learn more about the company and its products, visit the Web site at [www.heinz.com](http://www.heinz.com).