

For Immediate Release

Heinz Megapak™ Means One Is Finally Enough! *Heinz Canada launches the new Megapak™ Single Serve Ketchup*



TORONTO, ON - March 29, 2010 - Are your customers the majority of Canadians who use 3 pouches of Ketchup per takeout order? If so, Heinz Canada's Foodservice team is about to make their dining experience a whole lot neater.

For the first time in over 40 years, Heinz Canada is launching a 26ml Heinz Ketchup pouch, the Megapak™, which will be available on April 5th, 2010. Ketchup lovers in restaurants across Canada will appreciate the new packaging because it holds just over three times the amount of Heinz Ketchup as the traditional 8ml pouch. They will no longer require multiple Ketchup pouches to enjoy a quick meal; just one will be enough!

When asked about the impact of the new Heinz Megapak™ on the environment and the Operator community, Phillip Pavlov, Senior Product Manager for Heinz Foodservice, said, "With Megapak™, we will reduce the use of corrugate by 29%. And we will use 39% less film on a per ml basis vs. 8ml pouches. Operators will be glad to know that the new 26 ml Heinz Megapak™ will provide them with cost savings, will require less storage and handling, and will offer a way of standardizing portion control. It is more sustainable with LESS packaging and MORE product. It is more convenient and it looks great!"

The launch of the new Heinz Megapak™ in Foodservice will be supported by free trial coupons and a distributor promotion running from April 5th to July 31st, 2010.

For additional information, visit <http://www.foodservice.heinz.ca> or contact your Heinz Sales Representative.

For more information or images contact:

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About Heinz Canada:

Established in 1909, Heinz Canada is the leading processor and marketer of high-quality ketchup and condiments, infant foods, pasta sauces, canned beans and pasta, and specialty sauces and salad dressings through all retail and foodservice channels. With a host of favourite brands, including Heinz®, Chef Francisco®, Richardson®, Classico®, Bagel Bites®, HP Sauce®, Lea & Perrins®, Renée's Gourmet®, Diana® and Weight Watchers®* SmartOnes®. Heinz Canada employs more than 1300 people across the country. Heinz Canada is a division of the H.J. Heinz Company (NYSE:HNZ) based in Pittsburgh, PA. For more information about Heinz Canada products, please visit our websites: www.foodservice.heinz.ca and www.heinzitup.com.

* Weight Watchers on foods and beverages is the registered trademark of WW Foods, LLC and is used under license.