

DO MORE

WITH DRESSINGS

from **KraftHeinz**

EARN 10% BACK
on featured products.

April 1, 2019 – June 30, 2019

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by March 31, 2019



Add versatility across the menu.

With summer around the corner, consumers are craving lighter fare like salads, wraps, sandwiches and flatbreads. Dressings can play a part in any of those menu applications, and they're an easy way to change up an existing dish or get creative with something completely new. Find inspiration with insights and menu ideas from Kraft Heinz.



Grilled Chicken Salad
on a Toasted Baguette



Frisee & Watercress Salad
with Prosciutto



Smoked Salmon Flatbread



Chicken & Couscous Salad



33% of consumers are **more likely to purchase** and pay more for a salad described as “seasonal.”¹

34% of consumers ages 18 – 34 say they're **interested in trying more grain-based salads!**

Earn 10% back on every incremental \$1 sold in Q2 2019 vs. Q2 2018 baseline sales. No earnings limit. Must grow at least \$1,000 to qualify for payout.

Sell \$10,000 more than over the same period last year to earn **\$1,000 back.**



Dressings are an easy way to change up an existing dish or develop a base for a new creation.



65% of consumers say that **dressing is important for adding flavor to salads²**

Consumers are **increasingly looking for new dressing options²**

DRESSINGS

Brand	SKU #	Description	Packaging	Distributor Code
KRAFT	10021000643544	Kraft Ranch	4/1 gal. jug	
	10021000705068	Kraft Signature Creamy Caesar	4/1 gal. jug	
	10021000671202	Kraft Ranch	60/1.5 oz.	
	10021000643032	Kraft Golden Italian	4/1 gal. jug	
	10021000643995	Kraft Buttermilk Ranch	4/1 gal. jug	
	10021000643827	Kraft Coleslaw	4/1 gal. jug	
	21000649693	Kraft Ranch	200 7/16 oz.	
	10021000648860	Kraft Pourable Blue Cheese	4/1 gal. jug	
	10021000705242	Kraft Honey Mustard	4/1 gal. jug	
	10021000643025	Kraft Pourable Thousand Island	4/1 gal. jug	
	10021000705174	Kraft Signature Balsamic Vinaigrette	4/1 gal. jug	
	10021000648822	Kraft Spoonable Blue Cheese	4/1 gal. jug	
	10021000648778	Kraft Blue Cheese Crumble	4/1 gal. jug	
	10021000000828	Kraft Slaw Dressing	12/4 oz. pouch	
	10021000643049	Kraft Creamy Italian	4/1 gal. jug	
GOOD SEASONS	10043000846060	Good Seasons Italian	12/7.6 oz.	
	10043000846268	Good Seasons Ranch	20/3.35 oz.	
HEINZ	10013000980422	Heinz Ranch	Disp. pk. 2-1.5 gal.	
	10013000533109	Heinz Ranch Dressing	SS 200 ct. 12 g	
	10013000534359	Heinz Light Ranch Dressing	SS 60 ct. 1.5 oz.	
	10013000980460	Heinz Light Ranch	Disp. pk. 2-1.5 gal.	
PPI	716037228101	PPI Buttermilk Ranch Dressing	SS 200 ct. 12 g	
KRAFT PURE	10021000051646	Kraft Pure Refrigerated Homestyle Blue Cheese	4/1 gal. jug	
	10021000051622	Kraft Pure Refrigerated Farmhouse Ranch	4/1 gal. jug	
	10021000051639	Kraft Pure Refrigerated Asiago Caesar	4/1 gal. jug	
	10021000051660	Kraft Pure Refrigerated Country Honey Mustard	4/1 gal. jug	
	10021000051653	Kraft Pure Refrigerated Creamy Balsamic	4/1 gal. jug	

FINISH YOUR MENU WITH SUMMERTIME FAVORITES.



Use sauces and condiments to give that perfect last touch to your summer-inspired menu.



95% of Americans say they like barbecue.³

Nearly 1/3 of Americans eat barbecue or barbecue-sauced foods in any given week.³

	Brand	SKU #	Description	Packaging	Distributor Code
SAUCES & CONDIMENTS	BULL'S-EYE	10019582390574	Bull's-Eye BBQ Original Sauce	4/1 gal. jug	
		19582397095	Bull's-Eye Original	100/1 oz. c.	
		19582390744	Bull's-Eye BBQ Original	5/1 gal. jug	
	OPEN PIT	10043000806033	Open Pit Original BBQ	4/1 gal. Jug	
		43000806081	Open Pit BBQ Original	5/1 gal. Jug	
		43000806302	Open Pit BBQ Hickory	5/1 gal. Jug	
	KRAFT	10021000678966	Kraft BBQ Sauce Original	4/1 gal. jug	
		10021000017239	Kraft Extra Heavy Mayo	16/32 fl. oz.	
		10021000642196	Kraft Mayo	4/1 gal. jug	

Fermented flavors are becoming more popular with guests, and their tangy profile perfectly complements lighter summer flavors.

The term "fermented" has seen a 46% increase on U.S. restaurant menus.⁴



	Brand	SKU #	Description	Packaging	Distributor Code
FERMENTED PRODUCTS	CLAUSSEN	44700091951	Claussen Kosher	1/4" chips/5 gal.	
		44700092361	Claussen Spears Kosher	220-280 ct./5 gal.	
		44700092323	Claussen Whole Kosher	60-70 ct./5 gal.	
	HEINZ	10013000007549	Heinz White Vinegar	6/1 gal. jug	
		10013000007624	Heinz Apple Cider Vinegar	6/1 gal. jug	
		10013000008348	Heinz Red Wine Vinegar	4/1 gal. jug	
		10013000008270	Heinz Apple Cider Vinegar	4/1 gal. jug	



Increase check averages by encouraging customers to add a refreshing beverage to their order.



Raspberry is the most popular iced tea flavor.⁵

32% of consumers say **their beverage preferences change depending on the season.**⁶

Brand	SKU #	Description	Packaging	Distributor Code
COUNTRY TIME	10043000013981	Country Time Lemonade	15/2 gal.	
	10043000013998	Country Time Pink Lemonade	15/2 gal.	
CAPRI SUN	10087684001421	Capri Sun 100% Apple Juice	4/10/6 oz.	
CRYSTAL LIGHT	10043000839376	Crystal Light Lemonade	12/2 2.2 oz. gal.	
	10043000007966	Crystal Light On-The-Go Lemonade	4/30/5.1 oz.	
	10043000839314	Crystal Light Fruit Punch	12/2 1.8 oz. gal.	
	10043000839536	Crystal Light Iced Tea	12/2 1.4 oz. gal.	
	10043000839543	Crystal Light Raspberry Iced Tea	12/2 1.8 oz. gal.	
	10043000839475	Crystal Light Strawberry Kiwi	12/2 1.9 oz. gal.	
	10043000839512	Crystal Light Citrus Blend	12/2 2 oz. gal.	
	10043000839352	Crystal Light Pineapple Orange	12/2 1.7 oz. gal.	
KOOL-AID	10043000839925	Kool-Aid Blue Raspberry Lemonade	15/2 gal.	
	10043000840235	Kool-Aid Tropical Punch	15/2 gal.	
	10043000854966	Kool-Aid Powdered Soft Drink Watermelon	15/2 gal.	
TANG	10043000021436	Tang Orange Energy Mix	12/25.4 oz.	



Eligible Participants:

Direct Buying Distributors and distributors buying through eligible redistributors. Offer not valid for distributors participating in truckloads, deals or other promotional offers. Ask your KHC rep if you qualify for this promotion.

Payments will be made directly to participating distributors upon invoicing with back-up. Payment will be calculated at the end of the promotion period and a check will be mailed within 30 days. Promotion is based on deliveries/shipments, not what is on order. Product must ship by 6/30/19. To sign up, contact your KHC sales representative with your intention to participate by 3/31/19.



¹Technomic, 2018, Left Side of the Menu: Soup & Salad Consumer Trend Report

²Datassential 2018, QSR Sides Trend Report

³QSR Magazine, 2015

⁴Based on data from Datassential tracking menus over the past four years

⁵Restaurant Business, 2018

⁶Technomic 2018 Beverage Report



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