

HEINZ MAYOCHUP

KHC SKU# 013000012406 - 6 / 16 oz Tabletop Bottles
MAINES# 046182



Saucy Sauce!

Fry sauce... Pink sauce... Mayo Ketchup... we heard from America and now we are launching our own version of this beloved mashup – **MAYOCHUP!**

Introducing **HEINZ MayoChup**, the newest condiment launching in the US due to popular demand.

The delicious taste of ketchup, mayonnaise and a special blend of spices.

Why HEINZ MayoChup?

- One tweet sparked over 2.3BM impressions and over 500K votes in favor of launching **HEINZ MayoChup**.
- Consumers liked the taste of HEINZ significantly more than the comparable products ¹
- Sauces allow consumers to better personalize the taste of their orders ²

BRAND POWER 49% of millennials are more likely to try a new/unique item if it's made by a familiar brand²



For more business-building products and support, contact your Kraft Heinz Sales Representative

¹ Source: Consumer Taste Test, n=50; Google Survey: n=200

² 2017 Technomic Inc, Flavor Consumer Trend Report