

IT HAS TO BE  
**HEINZ**  
 ESTD 1869

# BEANZ MEANS HEINZ

(AND CUSTOMERS CAN TASTE THE DIFFERENCE).<sup>1</sup>



Quality is the No.1 priority for UK consumers as they seek value for money & strong brand credentials.<sup>2</sup>

**55%**

of UK consumers agree that seeing Heinz Beanz boosts venue perception. Ensure your guests keep coming back with Heinz Beanz advertised through menu branding or Heinz ramekins.<sup>3</sup>

**KraftHeinz**

AWAY FROM HOME









# The Heinz Difference

1. **It's not just any beans. It has to be Heinz. After all, Beanz Meanz Heinz.**
2. **Boost customer perception with Heinz Beanz** – seen as higher quality by 78% of UK consumers, helping you attract more diners and build lasting loyalty.<sup>1</sup>
3. **Serve the Beanz that work harder for your business** – no artificial colours, flavours or preservatives and fewer calories than the top 3 leading own-label competitors, we help you deliver trusted quality that keeps customers coming back.<sup>4</sup>
4. **From 23p per serving, signal quality and keep your customers returning.** (Based on WRP of £24.49p/6 pack case of 2.62KG, 150G serving size, example only used for illustrative purposes, price at the sole discretion of the retailer).

## Benefits

1. **The nation's favourite, feeding families since 1886<sup>4</sup>.** There's only one Heinz Beanz. Rich, tomatoey, delicious.
2. **Versatile, easy to integrate ingredient** that can be used across hot and cold dishes, as a meal base or a side, helping cut down SKUs required across your menu.
3. **Built for busy kitchens to effortlessly elevate menus** with endless possibilities from signature twists to classic comfort dishes, streamlining kitchen operations and alleviating staff shortages.
4. **Designed to save time** and reduce labour pressures through holding quality and texture when prepared via a pan, microwave, steam oven or bain marie.
5. **Simple, meat-free, and high-protein ingredient** to bring balanced and healthy options that cater to the growing demand for wellness-focused dining.
6. **Available in multiple formats** to suit different kitchen needs and usage volumes.
7. **1kg Fridge Pack stays fresh** after opening for 5 days when refrigerated, and 2.62kg for 2 days, reducing waste.
8. **On toast, in curry, or on their own** – perfect for casual dining, pubs, hotels and QSR.

## Claims

-  Non-GMO Ingredients
-  Suitable for Vegans, Vegetarians & Coeliacs
-  Low Sugar
-  Contributes to 1 of your 5 a Day<sup>4</sup>
-  High in Protein, High in Fibre, Low in Fat<sup>4</sup>
-  No Artificial Colours, Flavours, or Preservatives<sup>4</sup>  
Heinz 2.62KG is Lower in Calories vs the 3 Leading Own-Label Equivalents (2.6l, 2.62kg equivalent formats, Top 3 products L52 weeks, July 2025, Independent catering, value sales)<sup>5</sup>
-  2.62KG Can is Made from Recyclable Steel
-  2.6KG Can Sourced from Farms Verified Under FSA - Silver Level<sup>6</sup>

1. Censuswide survey on behalf of Kraft Heinz, 2035 UK respondents, March 2024. 2. Lumina Intelligence UK Restaurant Market Report 2024, Page 63. 3. Vypr survey on behalf of Kraft Heinz, 510 UK respondents, June 2025. 4. Beans Claims Report, Kantar, July 2023. 5. Statements related to nutrition have not been assessed against the rules laid out in 'Regulation (EC) No 1924/2006 on nutrition and health claims made on foods' and therefore cannot be communicated as 'claims' to the final consumer. 6. For certification, contact your Heinz account manager.



[www.kraftheinzawayfromhome.com/en-GB](http://www.kraftheinzawayfromhome.com/en-GB)

This sales sheet is intended only to highlight the key features and benefits of products within our portfolio. This is not a finished product specification and is not to be interpreted or treated as such.

