



THE UNITED STATES OF SAUCEMERICA



COMING SUMMER 2023

Heinz is taking consumers on a road trip across America - by switching out our iconic HEINZ packets for limited time collectable state token packets.



HERE'S HOW IT WORKS FOR GUESTS

From June 1 - August 31, guests are invited to visit a Saucemercia establishment (your restaurant) to collect state-themed sauce packets.



They take a photo of their packets and upload it to Saucemercia.com to track their collection.



Each piece of their collection is a chance to win big prizes!



HERE'S HOW IT WORKS FOR OPERATORS



Purchase Saucemericas packets (skus on following page)



Promote the Saucemericas program at your establishment or on your social. Visit our Operator Hub to download free social and digital assets & order on-site POS.



Visit our Operator Hub from June 1 - August 31st to enter for a chance to win one of operator cash prizes!

IMPACTED SKU LIST

All skus listed below will feature Heinz Saucemercia graphics between June - August

SKU	PRODUCT DESCRIPTION
130005338000	HNZ BARBECUE SAUCE SS200 12GM
130009848000	HEINZ KETCHUP SINGLE SERVE 1000 9GM
130005134000	HEINZ KETCHUP SINGLE SERVE 1500 9GM
130009832000	HEINZ KETCHUP SINGLE SERVE 200 9GM
130009801000	HEINZ KETCHUP SINGLE SERVE 500 9GM
130009849000	HNZ KETCHUP SINGLE SERVE 1000 7GM
130005121500	HEINZ KETCHUP SINGLE SERVE 750 7GM
130005560000	9G HNZ KET SMPHNZ SS 1000
130005314000	HNZ REAL MAYONNAISE SS500 12GM
130005317000	HNZ REAL MAYONNAISE SS200 12GM
130005305000	HNZ YELLOW MUSTARD SS500 .2OZ
130005306000	HNZ YELLOW MUSTARD SS200 .2OZ
130005307000	HNZ YELLOW MUSTARD SS1000 .2OZ
130005331000	HNZ RANCH DRESSING SS200 12GM
130005313000	HNZ TARTAR SAUCE SS500 12GM
130005316000	HEINZ TARTAR SAUCE SS200 12GM

