

HEINZ SAUCEMERICA TOOLKIT

It's the summer of HEINZ Saucemercia! Get your restaurant ready for the contest that's set to sweep the nation.

Here, you'll find everything you need to promote Saucemercia digitally and on premise & learn how to enter the operator contest.

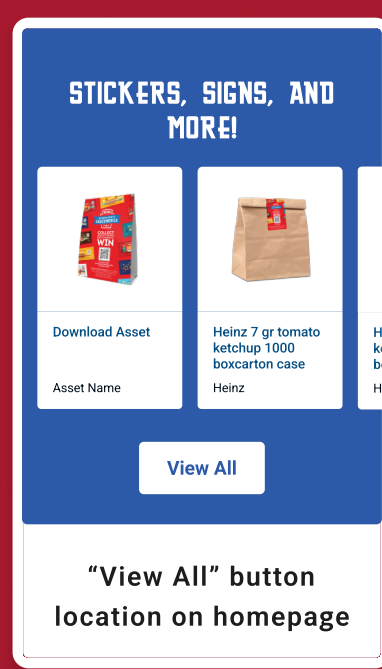


SHARE ON SOCIAL

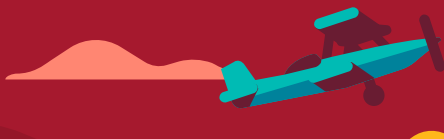
Give your social profiles some HEINZ Saucemercia flare! Here's how:



1. From the Saucemercia home page navigate to the point-of-sale page by clicking on the "View All" button under the heading "Stickers, Signs and More!", then scroll to "Free Digital Promotion Material"
2. Download the Social Tile
3. Take your own photo of your signature dish or restaurant featuring HEINZ Saucemercia Packets – and place the social tile filter on top.
4. Save the bundle as an image (JPG format)
5. Upload the finished product to your Instagram, or Facebook – don't forget to tag us! (IG: @Heinz)



"View All" button location on homepage



BE A SAUCEMERICA DESTINATION

Show your customers that you're a HEINZ Saucemercia destination!

1. Navigate to the point-of-sale page and click on **Order POS Materials**. A new page will open up.
2. Here you can browse POS and add desired items to your cart
3. Then, enter your information and complete your order.
4. Look out for your confirmation email to follow!



POS Materials list



GET READY TO WIN BIG

Partners who feature HEINZ Saucemercia packets and promote Saucemercia in their restaurant can enter to win*. It's free too. Register today and enter for a chance to win*. Contest opens June 1st, 2023 and closes August 31st, 2023. See eligibility below.

*See official rules for details.

ABBREVIATED RULES

NO PURCHASE NECESSARY. Legal residents of the 50 United States (D.C.) 18 years or older (or 19 for residents of AL and NE) who work at either a restaurant or other operator (see all details in rules). Sweepstakes begins 6/1/23. Ends 8/31/23. To enter and for Official Rules, including odds, alternate method of entry, and prize descriptions, visit <https://kraftheinzawayfromhome.com/pages/saucemercia-contest-rules>. Void where prohibited.

