



DATE: May 8, 2023
TO: Kraft Heinz Away From Home Customers
FROM: Julien Rouanet, Vice President, Away From Home Sales
SUBJECT: Kraft Heinz Away From Home New Price List on July 15, 2023

Dear partners,

Our industry continues to face unprecedented volatility and disruptions, leading to sustained cost pressure and significant price increases across every aspect of the supply chain.

Kraft Heinz is working diligently to simplify its business processes and mitigate these cost increases. However, because of current market conditions, Kraft Heinz will be adjusting its price list. This new price list will not only offset a portion of the inflation pressure, but also create additional value for all our partners and entities of the supply chain.

Kraft Heinz's new price list will affect the following categories:

Price Change Effective July 15, 2023	
Ketchup	BBQ Sauce
AO Condiments	Hot/Spicy Sauces
Equipment	

The table attached, Appendix A, details the list of SKUs that are impacted by this change.

New pricing will be effective July 15, 2023.

All pricing rules are applied based on the customer's purchase order date (PO Date).

Product ordered with a purchase order date (PO date) on or after the effective date (July 15, 2023) will be priced at the new price. As of March 1, 2022, Kraft Heinz no longer accepts orders from distributor customers that cannot be reconciled with the agreed upon pricing. While Kraft Heinz will make efforts to contact the distributor to see if changes can be made in short order so that there are no delays, the order will not be accepted, and shipping will not be scheduled until Kraft Heinz receives a corrected order.

Contact your Sales Representative with any questions pertaining to the implementation of this price list.

Best Regards,

Julien Rouanet
Vice President, Away From Home Sales

** Please see price list for complete list of price changes*

Appendix A.

Category	GTIN	SKU	SKU Desc
AO CONDIMENTS	10013000531303	130005313000	HNZ TARTAR SAUCE SS500 12GM
AO CONDIMENTS	10013000531600	130005316000	HEINZ TARTAR SAUCE SS200 12GM
AO CONDIMENTS	10013000533604	130005336000	HNZ MALT VINEGAR SS200 9GM
AO CONDIMENTS	10013000714508	130007145000	HEINZ COCKTAIL SAUCE RTCUP 100 1OZ
AO CONDIMENTS	10013000714706	130007147000	HNZ TARTAR SAUCE RTCUP 100 .75OZ
AO CONDIMENTS	10021000648686	210006486800	KR 4/1 GA TARTAR SAUCE
AO CONDIMENTS	10021000648877	210006488700	KR 4/1 GA CREAMY TARTAR SAUCE
AO CONDIMENTS	10021000664549	210006645425	KR 200/.75Z TARTAR SAUCE
AO CONDIMENTS	10021000664648	210006646400	KR 200/.75Z CUP COCKTAIL SAUCE
AO CONDIMENTS	10021000664648	210006646425	KR 200/.75Z CUP CCKIL SCE
AO CONDIMENTS	10021000664860	210006648600	KR 200 .4375Z CREAMY TARTAR SCE
AO CONDIMENTS	00716037438104	7160374381000	PPI TARTAR SCE SINGLE SERVE200 12GM
BBQ SAUCE	10013000381007	130003810000	SMP HEINZ BARBECUE SCE RTCUP 100 1O
BBQ SAUCE	10013000500101	130005001000	HEINZ BBQ SCE DISPENSER BAG2 1.5GAL
BBQ SAUCE	10013000512333	130005123300	HEINZ HONEY BBQ SAUCE RTCUP100 1OZ
BBQ SAUCE	10013000524503	130005245000	HNZ BARBECUE SAUCE RDCUP 60 2OZ
BBQ SAUCE	10013000533802	130005338000	HNZ BARBECUE SAUCE SS200 12GM
BBQ SAUCE	10013000539507	130005395000	HNZ HICKORY SMOKE BBQ (4) 1GA
BBQ SAUCE	10013000714607	130007146000	HEINZ BARBECUE SCE RTCUP SS100 1OZ
BBQ SAUCE	00019582000629	195820006200	BULLSEYE DSPK (2) 1.5GAL
BBQ SAUCE	10019582390574	195823905700	BE 4/1 GA BBQ ORIGINAL SCE
BBQ SAUCE	00019582390744	195823907400	BULLSEYE 1/5 GL BBQ ORIGINAL
BBQ SAUCE	10019582391755	195823917500	BULLSEYE 4/1 GA BBQ HONEY SMK
BBQ SAUCE	10019582392240	195823922400	BULLSEYE 4/1GA SWT BBQ SAUCE
BBQ SAUCE	00019582397095	195823970900	BULLSEYE 100/1 OZ CUP ORIGINAL
BBQ SAUCE	00019582397095	195823970925	BE 100/1 OZ CUP ORIGINAL
BBQ SAUCE	10021000664778	210006647700	KR 204 .4375Z BBQ ORIGINAL
BBQ SAUCE	10021000664778	210006647725	KR 200 .4375Z BBQ ORIGINAL
BBQ SAUCE	10021000678966	210006789600	KR 4/1GA BBQ SAUCE ORIGINAL
BBQ SAUCE	10021000678973	210006789700	KR 4/1GA BBQ SAUCE SMOKE
BBQ SAUCE	00021000684373	210006843700	KR 1/5GA BBQ SAUCE ORIG
BBQ SAUCE	21000691326	210006913200	BE 460LB BBQ SAUCE
BBQ SAUCE	10043000806033	430008060300	OPEN PIT 4/1GA ORIG BBQ
BBQ SAUCE	00043000806081	430008060800	OPEN PIT 1/5 GL BBQ ORIGINAL
BBQ SAUCE	00043000806302	430008063000	OPEN PIT 1/5 GA BBQ HICKORY
BBQ SAUCE	10043000806415	430008064100	OPEN PIT 4/1GL BBQ HICKORY
BBQ SAUCE	00716037278106	7160372781000	PPI BARBECUE SAUCE SS 200 12GM
BBQ SAUCE	00716037279455	7160372794500	TPG BARBECUE SAUCE RTCUP 100 1OZ
HOT/SPICY SAUCES	10013000532409	130005324000	HNZ MILD TACO SAUCE SS 200 9GM
HOT/SPICY SAUCES	10013000986806	130009868000	HNZ HOT TACO SAUCE SS500 9GM
HOT/SPICY SAUCES	00716037415709	7160374157000	PPI TACO SAUCE SINGLE SERVE200 9GM
HOT/SPICY SAUCES	00716037415808	7160374158000	PPI TACO SAUCE SINGLE SERVE500 9GM
KETCHUP	10013000001356	130000013500	HEINZ KETCHUP WMOUTH JAR24 12OZ
KETCHUP	10013000007280	130000072800	HNZ KET FS INV BOT (16) 14OZ
KETCHUP	00013000013437	130000134300	13Z SIMPLY HEINZ TABLE TOM KET 24CT
KETCHUP	10013000513903	130005139000	HNZ KET GLS BOT FS24 14OZ
KETCHUP	10013000514504	130005145000	HEINZ KETCHUP THUNDERBIRD FS 16 14O

Category	Product	GTIN	Product Desc
EQUIPMENT	TABLETOP	0000KHFS40237	HEINZ SINGLE CONDIMENT RACK
EQUIPMENT	TABLETOP	0000KHFS40238	HEINZ SINGLE SERVE SALAD DRESSING RACK
EQUIPMENT	TABLETOP	0000KHFS40236	HEINZ SINGLE SERVE CAROUSEL
EQUIPMENT	TABLETOP	0000KHFS40186	HEINZ PLASTIC RACK (RED)
EQUIPMENT	TABLETOP	0000KHFS40191	HEINZ PLASTIC RACK (BLACK)
EQUIPMENT	TABLETOP	0000KHFS40193	HBWC CADDY