

HEINZ
ESTD 1869

THE UNITED STATES OF SAUCEMERICA

★ ★ ★

JUNE - AUGUST
2023



KraftHeinz
AWAY FROM HOME

We have all been collectors...



50 State Quarters Program
United States Mint



*This summer...
HEINZ will take
collecting to a
whole
new level!*



McDonald's Monopoly
peel-off tokens



We are turning our packets into state token collectibles!

Consumers already collect our packets. This summer, they can win big, too.



Saucemerica is the ultimate collector's road trip.



1

First, register to access the Saucemerica web portal.



2

And explore the interactive Saucemerica Map.

- Upload packets
- View fun facts
- Track progress

3

Then, play an instant win game to win unique prizes.

- Retail coupons
- Gift cards
- HEINZ swag

4

Share your progress via social for bonus plays.

Collect them all!

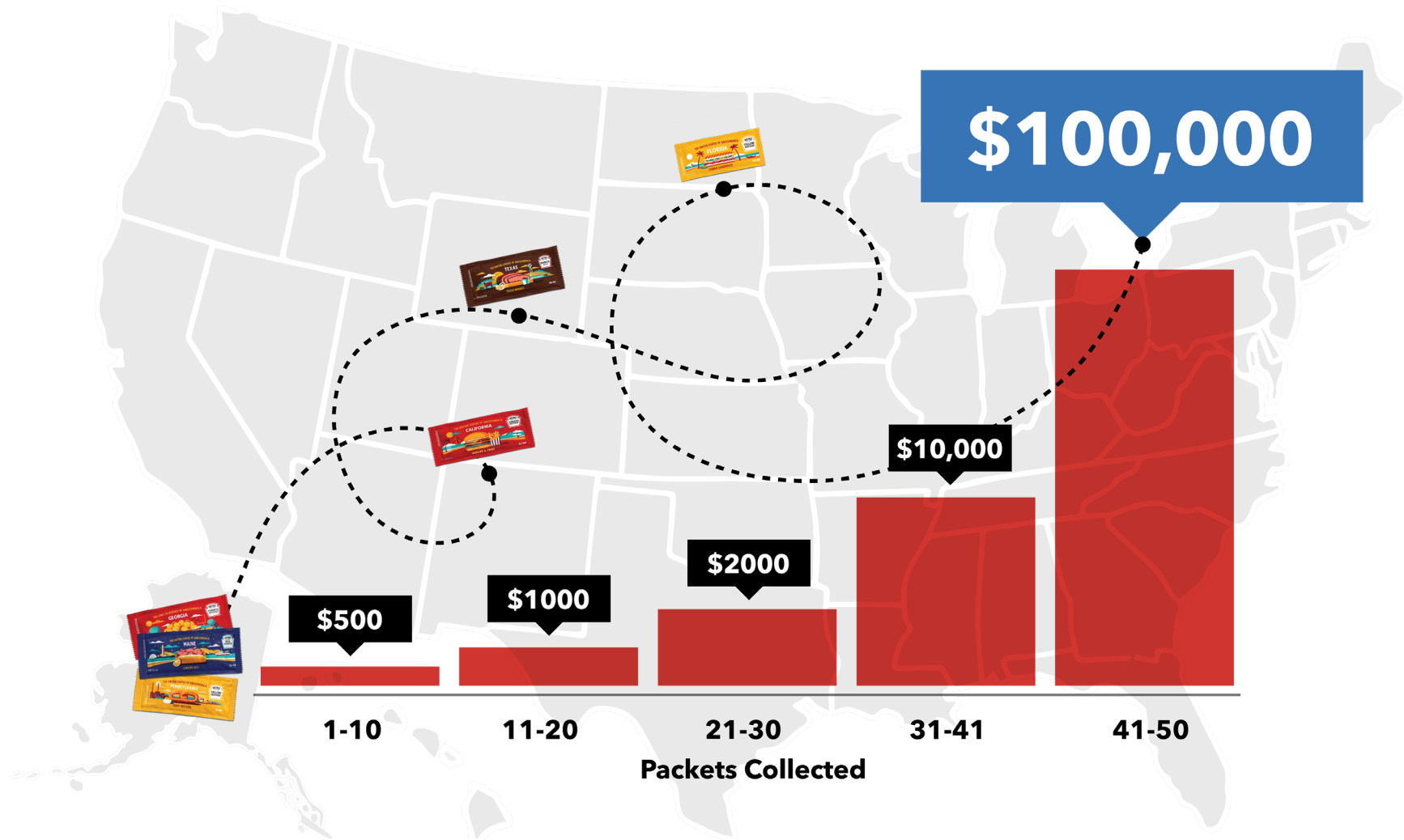


Collect, map, win, repeat. Feed the collector's behavior.



\$500,000 in consumer prizes

The more consumers collect, the greater their chances of winning BIG!

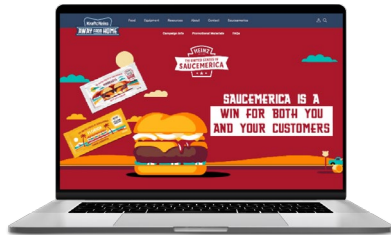


Driving collectors into your establishment.



We'll support with a variety of media & engagement tactics to drive traffic to you and onto our digital hub.

Organic PR & Social



In-Store & Digital



\$1 MM in marketing support



It's not Saucemercia without you.



Digitally, we'll provide assets that can live wherever your brands live online.

DIGITAL ACTIVATION

- 📍 Customizable in-app banners
- 📍 Customizable social tiles
- 📍 Web banners



On premise, we will equip you with the right physical tools to showcase Saucemercia.

ON-PREMISE ACTIVATION

- 📍 Standing signs
- 📍 Table tents
- 📍 Takeout stickers
- 📍 Packet caddies



Partner with us to win one of 40 cash prizes (\$10,000 each)!



1 First, you can register & enter through our ***SauceAmerica AFH Portal***.

2 Then, by uploading proof of product ***purchase and promotion***, you will be entered into the contest.

3 Once the contest closes (open June 1 - Aug. 31), ***we'll select 40 winners!***

*Contest prizing, rules and regulations on website

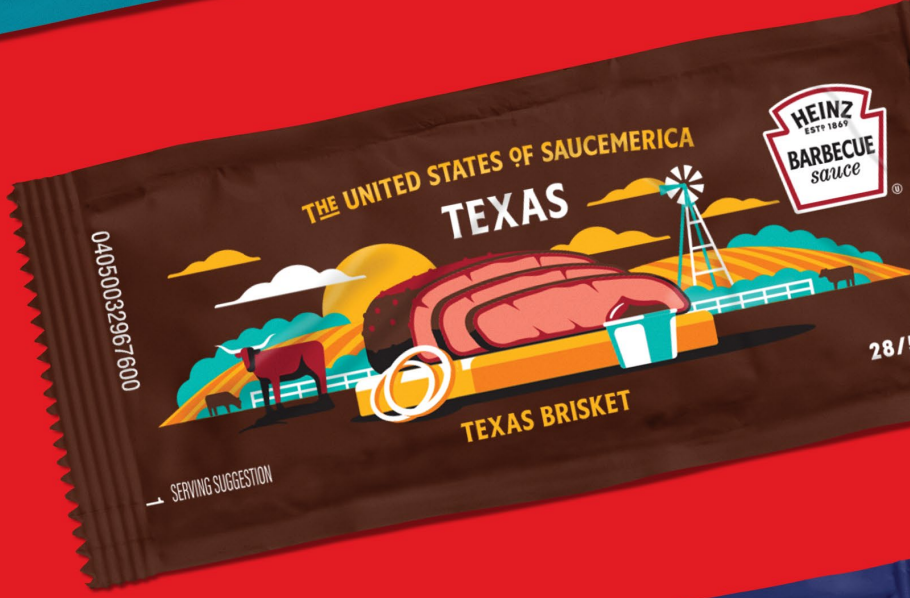




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