



TO: Our Valued Customers
FROM: Peter Hall, President, U.S. Foodservice/Away From Home
DATE: May 20th, 2021
SUBJECT: Tabletop Ketchup Simplification

Dear partners,

As we all welcome the ongoing recovery of our industry, the rapid increases in demand and abrupt format shifts back to the tabletop have left us all with supply constraints. With this in mind, we have identified an opportunity for us to unlock incremental tabletop ketchup supply by temporarily simplifying our tabletop ketchup portfolio.

Throughout the months of June to October we will be removing complexity from our operations by increasing focus on our highest volume SKU in the portfolio. This will enable us to increase AFH tabletop ketchup production output by 25% in this given period. At the same time, we have made new investment in our supply chain that will also have a 15% impact on our overall organizational tabletop capacity.

Please refer to the below appendix which details the 3 items we will temporarily be suspending production on. You will also find details on the remaining priority SKU that we will be leaning on to meet the needs of the marketplace to the best of our ability.

We anticipate remaining inventory on the 3 SKUs in question to be consumed over the balance of May and the full transition of all volume to the priority SKU starting in June. Our future month allocation exercises will acknowledge this initiative and will consolidate/shift your historical tabletop ketchup demand accordingly for fair sharing purposes.

These efforts reflect our focus to minimize supply disruptions to you and we appreciate your ongoing support through the upcoming months. We will continue our explanation of all other possible actions we can take to minimize the supply gap to demand.

Please contact your Kraft Heinz sales representative with any questions. We greatly appreciate your business and remain committed to providing transparent communication as we work as partners to navigate these unique circumstances.

Best regards,

Peter Hall
President, U.S. Foodservice/Away From Home

Appendix:

Priority SKU List

CATEGORY	ITEM	GTIN	DESCRIPTION
FS Ketchup - Tabletop – Branded	00130000502000	10013000050200	HEINZ KETCHUP INVERTED BOT 30 20OZ

Temporarily Suspended SKU List

CATEGORY	ITEM	GTIN	DESCRIPTION
FS Ketchup - Tabletop – Branded	00130000512000	13000051200	HEINZ KETCHUP FOODSERVICE12 20OZ
FS Ketchup - Tabletop – Branded	001300005145000	100130000514504	HEINZ KETCHUP THUNDERBIRD FS 16 14O
FS Ketchup - Tabletop – Branded	00130000072800	10013000007280	HNZ KET FS INV BOT (16) 14OZ