

PRESIDENT'S MESSAGE

by Andrew E. Masich
President & CEO



This year marks the 150th anniversary of one of the world's most beloved food purveyors: the H.J. Heinz Company. And it all started right here in Pittsburgh.

As a teenager, Henry John Heinz, the son of German immigrants, began selling produce and preserves from his mother's garden to local grocers in Pittsburgh's Sharpsburg neighborhood. By age 25, he founded Heinz Noble & Company (which eventually became the H.J. Heinz Company) and delivered his first product—horseradish sauce via a horse-drawn wagon. By 1876, as the nation celebrated

its centennial, Heinz began to mass-produce what would become the company's best-loved product: tomato ketchup.

An intuitive marketer, H.J. noticed a catchy tagline on a New York billboard offering "21 styles of shoes," and he immediately began using his own slogan offering "57 Varieties." Although his company produced well over 60 products, he liked the look and sound of "57." And like his famous ketchup, the saying caught on and a brand was born. Other marketing slogans, such as "Beanz Meanz Heinz" in the United Kingdom and "anticipation" for his thick ketchup here in the United States, created memorable advertising messages recognizable to consumers worldwide.

Today, the KraftHeinz Company sells more than 650 million bottles of ketchup each year and approximately two single-serve ketchup packets for every man, woman, and child on the planet.

The Senator John Heinz History Center, named for H.J.'s great-grandson, tells the

company's story. An interactive Heinz exhibition features an 11-foot Heinz ketchup bottle made of 400 smaller bottles. The UPMC SmartSteps provide visitors with an opportunity to earn a special Heinz pickle pin if they reach all six floors of the stairwell exhibit. After all, it was Heinz's idea to attract visitors to his booth at the 1893 World's Columbian Exposition in Chicago by handing out over a million pickle charms!

When you're visiting the History Center, don't forget to stop by our Museum Shop that features exclusive Heinz products: everything from pickle ornaments to ketchup-flavored lip balm.

And this fall, join us in clinking our ketchup bottles as we toast H.J. Heinz, a truly innovative Pittsburgher who grew a local food company into one of the world's most respected brands. 

