

OUR MOST LOVED INGREDIENT, NOW OPEN TO EVERYONE.

(Even to our competition)

A Heinz tomato. Probably, one of the best in the world. The foundation of our legendary Heinz Ketchup and Heinz Beans. And, today, we're opening it to everyone. Becoming an Open Sauce company. Yes. After 150 years of passionately growing tomatoes, our most loved ingredient can now be yours. Ready to inspire every cook, from a newbie to master chefs, even our competition. And we're opening them in all forms: peeled, finely chopped, purée, chilli tomato base, pizza sauce... So c'mon, cooking developers, it's your turn. Unleash your passion. Grab our pizza sauce, put some cheese on top and enjoy a top-notch margherita. Or take our curry tomato base, some chicken and create the best tikka masala you've ever tasted. Follow a recipe or break the rules. Improvise. Go wild. Think differently. Elevate any meal just by using a Heinz tomato.



NEW HEINZ TOMATO OPEN SAUCE
for cooking developers