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Kraft Heinz launches plant-based Oscar Mayer hot dogs and sausages

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The Kraft Heinz Not Company LLC debuted NotHotDogs and NotSausages, the first ever plant-based Oscar Mayer offerings and the first plant-based meat innovation from the joint venture between The Kraft Heinz Company (KHC) (Kraft Heinz) and TheNotCompany, Inc. (NotCo). With its mission to create mouthwatering plant-based foods for all, The Kraft Heinz Not Companyâ??s Oscar Mayer NotHotDogs and NotSausages offer the savoury and smoky experience that brand fans have known and loved for more than 140 years.

The United States plant-based market is projected to skyrocket from $8.3 billion in 2023 to $19 billion by 2030.1 However, plant-based hot dogs and dinner sausage links remain underdeveloped and under-consumed within the broader plant-based meat category,1 largely due to disappointment in existing offeringsâ?? taste and texture.2 With Oscar Mayer NotHotDogs and NotSausages â?? available in Bratwurst and Italian sausage flavours â?? The Kraft Heinz Not Company aims to deliver on these needs and consumersâ?? evolving preferences in the plant-based space.

The launch of Oscar Mayer NotHotDogs and NotSausages is the latest example of Kraft Heinz Not Companyâ??s ambition to bring great-tasting plant-based innovations to market faster than ever before. Further, the launch marks another exciting step in the joint ventureâ??s continued expansion of its plant-based portfolio, which includes KRAFT NotMac&Cheese, KRAFT NotCheese Slices, and NotMayo. Looking to the year ahead, The Kraft Heinz Not Company plans to scale into additional categories and recently began its international expansion.