

Heinz launches robotic snack dipper in Saudi

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Heinz, makers of the world's favourite ketchup, have released a revolutionary solution tackling gamers' irrational love for Heinz. Research showed that 90 per cent of gamers struggle with snacking while playing, in comes Heinz, launching the robotic snack dipper 'Hum Hum' at the world's biggest gaming festival in Saudi, feeding into gamers' irrational love for dipping their snacks in sauces. The game-changing device taps directly into that passion, built on the insight that 75 per cent of gamers wish they could eat while playing - a near-impossible feat when their hands are busy looting, conquering, and surviving challenges.

The Hum Hum was designed using a state-of-the-art mechanical hand that dips and feeds gamers while they play, satisfying their irrational love for Heinz. Pedals trigger it to ensure gamers neither stay off their controls nor their snacks, with future versions holding promise to recognise voice commands and even face recognition.

Commenting on the launch, Passant El Ghannam, Head of Marketing at Kraft Heinz MEA, said: "We know that 75 per cent of Heinz lovers wish they can dip sauces while gaming. Hum Hum is our irrational act of love to our gamer consumers' irrational love for Heinz. It is our gift to the gaming community because every gaming session deserves to be saucy, and of course, uninterrupted."