

HEINZ launches mayonnaise-style sauces, bringing flavour to every bite

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HEINZ turns up the flavour for Canadians, with the launch of new HEINZ Mayonnaise-Style Sauces, expanding its range of delicious condiment options in Canada. The new lineup is crafted for sauce lovers and made to satisfy consumers' growing craving for more adventurous options in the kitchen. With more than half of Canadians saying they need at least 2-3 sauces with their meals, this new lineup delivers a flavour-forward and delicious way to elevate any at-home meal and meet Canadians' sauce needs.

Starting today, fans nationwide can now enjoy eight crave-worthy HEINZ Mayo Sauces, including four new flavours: Smoky Bacon, Garlic Parmesan, Mango Habanero and Pickle. These new additions reflect the country's deep-rooted love for mayo as nearly two-thirds of Canadians rank it among their top five condiments, along with three-quarters of residents in Quebec¹. With this expanded lineup, HEINZ is giving Canadians even more craveable ways to enjoy their favourite dipable foods.

"At HEINZ, we know that Canadians crave bold and delicious flavours, and we're thrilled to introduce our new lineup of HEINZ Mayonnaise-Style Sauces to shake up the mayo category and give Canadians more exciting dipping options," said Jenna Zylber, Head of Innovation at Kraft Heinz Canada. "As a brand, HEINZ has been a staple for Canadian households for generations, and we're proud to expand our portfolio with delicious new options that are so irresistible, you won't be able to stop at just one dip!"