

Innovation

Our innovation strategy prioritizes two main areas: core and big-bet innovations. These efforts are organized around three key pillars: nutrition, convenience, and new occasions. By concentrating on these consumer-driven platforms, we are confident we can build superior brands and drive sustainable profitable growth.

1 Nutrition

2 Convenience

3 New Occasions

What is a

Big Bet?

- ✓ **Incremental**
- ✓ **Scalable**
- ✓ **Sizeable**
- ✓ **Strong Margin Economics**

Kraft Mac & Cheese PowerMac



Introducing *Kraft Mac & Cheese PowerMac* – a new take on a fan favorite featuring 17g of protein and 6g of fiber per serving. PowerMac expands the blue box lineup with added nutrition while staying true to the taste, convenience and affordability that has made *Kraft Mac & Cheese* a trusted household favorite for nearly 90 years.

Available in two flavors, Original and White Cheddar, PowerMac will roll out at major retailers nationwide in April and is priced lower than competition despite being a larger pack size, while featuring more protein. We also plan to expand PowerMac into other formats, making it even more convenient for fans to enjoy.

Heinz Tomato Ketchup Zero



Heinz Tomato Ketchup has been a beloved staple at mealtimes, thanks to its unmistakable taste and our passion for quality. But we know that sometimes, consumers want to enjoy that same great taste without the added sugar and salt. That's why we created *Heinz ZERO*, expertly crafted to deliver the delicious, thick & rich taste of HEINZ with zero sugar added and no artificial ingredients.

Heinz ZERO is a global elevation platform that gives the modern consumer all the taste with none of the sacrifice. In 2026, it will be live in over 20 markets with further expansion opportunities into Away From Home.

Heinz Beanz Heat-to-Eat Pouches



Heinz recently launched a new range of bean heat-to-eat meal pouches, designed to cater to the growing consumer demand for convenient, nutritious, and flavorful meal options. Each pouch is crafted from natural ingredients, contains no artificial flavors and is low in sugar while being a great source of protein and fiber.

The heat-to-eat pouches segment grew at a 130% CAGR from 2023-2025 as consumers continue to look for convenience, flavor, and better-for-you solutions. Our new range takes everything people love about beans – taste, convenience, comfort – and serves them up in new, delicious ways.

Capri Sun Single Serve Bottles



For the first time ever, we brought *Capri Sun* beyond its iconic pouch—which sells an impressive six million units every day—by introducing a convenient, resealable bottle built for on-the-go consumption.

Made with all-natural ingredients and no artificial dyes or sweeteners, the new bottles deliver the same iconic *Capri Sun* taste in a format that's easier to enjoy anywhere. This launch expands *Capri Sun* into new channels and front-of-store placements—meeting shoppers at more touchpoints and broadening our customer base by attracting an older consumer segment than our core shopper.

Expanding Heinz Beyond Ketchup



Heinz has built one of the world's most trusted food brands by making ketchup a table staple for generations. Now, we are expanding *Heinz* into more occasions so consumers can enjoy the brand in new and exciting ways through modern sauces.

We're growing our presence across a range of meal occasions, from burgers to chicken to fish. By leveraging our brand power and unique appeal with younger consumers, we're introducing new sauce offerings that cater to diverse tastes and cuisines. With a focus on innovation and localization, we're making *Heinz* a staple in kitchens around the world and becoming more relevant across more recipes, cultures, and moments.

Heinz Pasta Sauce



At *Heinz*, we've been growing tomatoes on some of the world's finest farmland for over a century. Building on 150 years of tomato expertise, we expanded into pasta sauce and helped revitalize a dormant "Italian-owned" category — positioning *Heinz* as a bold, trusted challenger brand with global potential.

We are scaling across all four zones with offerings tailored to local consumer needs and preferences. Seen as the #1 brand driving volume growth in the category, *Heinz* continues to challenge and bring excitement beyond ketchup. When it comes to tomatoes, it has to be *Heinz*.