

REVOLUTIONARY HEINZ POUCH PACK

A STEP BEYOND #10 KETCHUP





HEINZ
TOMATO KETCHUP

ESTD 1869
INGREDIENTS: MADE FROM RED RIPLE TOMATOES, DISTILLED VINEGAR,
CORN SWEETENER, SALT, ONION POWDER, SPICE, NATURAL FLAVORING
MFD. IN U.S.A. BY **H. J. Heinz Co.**
GENERAL OFFICE, PITTSBURGH, PA., 15212



NET WT 7 LB 2 OZ

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TOMATO KETCHUP

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HEINZ POUCH PACK

AMERICA'S FAVORITE KETCHUP IN A UNIQUE NEW WAY!

Now you get it all—unbeatable quality plus unmatched convenience
—with the revolutionary Heinz Pouch Pack Ketchup.

Easy opening... Simply cut a corner of the Pouch Pack and pour out the thick, rich taste of Heinz Ketchup.

Greater Safety... With Pouch Pack, there's no risk of cut fingers, or metal filings from cans.

Convenient... Use what you need, then stand Pouch Pack within reach on the work table or in the refrigerator.

Re-close Simply... Just roll down the cut corner of a Pouch Pack to seal out air and foreign matter, seal in quality.

More Sanitary... There's no unsightly dried product on a partially used container, no chance of can opener contamination.

More Economical... There's less waste because you can squeeze out every last ounce of ketchup.

Handy Disposal... The flexible packaging even reduces the weight and volume of waste material.

Compact Storage... You gain valuable space from the start, because a case of Pouch Pack takes less space than cans.

HEINZ POUCH PACK... #10 Ketchup without the can.





Pour on the flavor... Enjoy the savings of **HEINZ Pouch Pack Ketchup** # 10 Ketchup without the can

Now, America's favorite ketchup comes in a revolutionary new package. Now, your first choice for the front-of-the-house is also your best choice for the back-of-the-house.

Thick, rich flavor makes Heinz Ketchup your customers' first choice. This world-famous quality is carefully maintained, beginning with developed tomato varieties through careful inspection at each processing step.

That's why people count on Heinz for unbeatable satisfaction. That's why foodservice operators count on Heinz for unmatched patron preference.



Variety Number	Variety	Pack Per Case	Approx. Case Weight	Case Dimensions	Case Cube	Price Per Case
5137	Pouch Pack Ketchup	6-#10 Pouches	46 lbs.	19 ¹ / ₁₆ " x 10 ⁷ / ₁₆ " x 7 ¹ / ₂ "	.87'	