

LET'S MAKE
LIFE

Delicious

Kraft *Heinz*

We are
consumer
obsessed.

We dare
to do better
every day.

We champion
great people.

We demand
diversity.

We do
the right
thing.

We
own it.

unchables

Wattie's



CLASSICO



HEINZ
ESTD 1869





OUR VISION:

**To sustainably grow by delighting
more consumers globally.**

We are consumer obsessed.

We are a company of food lovers, and our brands hold a unique place in the hearts and homes of our consumers. We work every day to earn their loyalty and love. Our consumers are at the center of everything we do, and we are building a culture of creativity to anticipate and respond to their future needs, delivering appetizing food across our brands.



We dare to do better every day.

We are on a journey of continuous improvement, constantly challenging the status quo. Our curiosity ensures we are constantly learning and working to be better than we were yesterday. Our commitment to efficiency enables us to courageously invest in our business and fuel growth.



We champion great people.

We are a meritocracy. Attracting, nurturing and developing talent is our top priority. Great people have the vision to see what must be done, and the courage to do it. As a company we are only as great as the quality of our teams. Our people make the difference.



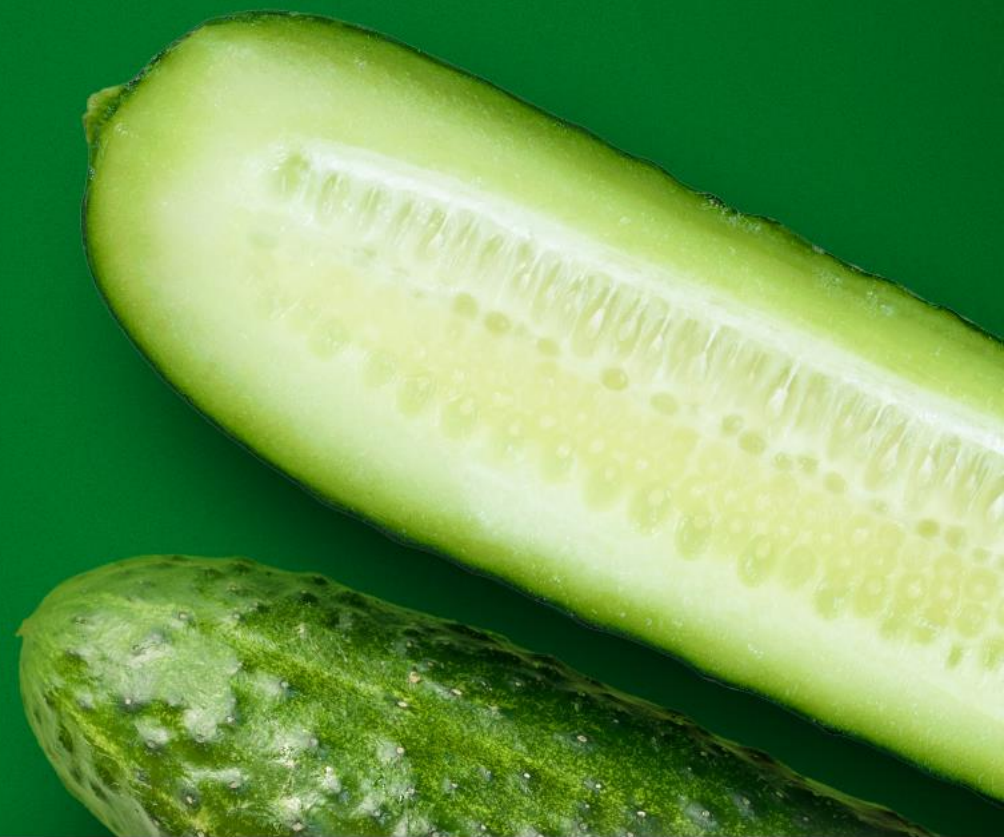
We demand diversity.

We are inclusive. All voices matter. We will not just listen, but truly work to hear different points of view. Diverse backgrounds and perspectives make us stronger, more interesting, more innovative.



We do the right thing.

We lead with honesty and integrity. We will always do right by our customers, partners, suppliers and the communities we serve. We actively care about our environment, creating high quality, responsibly manufactured products.



We own it.

We are accountable. We act as owners each day, showing commitment and belief in our cause, making decisions and treating this business as if it were our own. We take responsibility for our actions and results, in the pursuit of building something together far bigger than ourselves.

