

# Heinz

William R. Johnson  
President and CEO  
H.J. Heinz Company  
P O Box 57, Pittsburg  
PA 15230-0057, USA  
URL: www.heinz.com  
www.heinzbaby.com

## Products include:

### FORMULA:

*Nurture Starter, Nurture Plus, Nurture Follow-on, Farley's follow-on.*

### COMPLEMENTARY FOODS:

*Farley's, Farex, Heinz cereals, purees and jarred foods, Heinz infant juices, Heinz All-in-One Cereal and Plasmon.*

## Logos & Icons:

*Heinz categorises its baby food in line with the age of intended consumers, e.g. baby cereals, cereal with formula (infant cereals plus 35% infant formula), beginner foods, strained foods and juices, junior foods and toddler foods. Its products are introduced in stages. Stage 1 begins at 4 months; labels always feature a baby. Its fruit juice bottle doubles as a feeding bottle.*



Heinz was established in 1869 and manufactured bottled horseradish, ketchup and pickles. The introduction of baby foods 65 years ago saved Heinz during the depression. Approximately 60% of Heinz's total sales come from outside the United States, making it the most international U.S.-based food company. 2003 sales were over USD 8 billion with a net income of USD 560 million.

Heinz carries some infant formula and a full range of baby foods from 4 months to adult table food, from iron-fortified baby cereal to specially prepared vegetables, fruits and meats for infants, toddler meals, desserts and juices.

Heinz bought Farley's baby foods in 1994 and Earth's Best organic baby foods in 1998.

While Heinz is most known for its own jarred baby foods, it also sells formula and other baby foods under the **Plasmon, Dieterba, Nipiol, Wattie's, Farex and Farley's** brand names in various countries. **Camera** feeding bottles claim to belong to the "Heinz Baby Corporation". Heinz denies any link to **Camera**.

## Promotion to the public

▶ *Article 5.1 of the Code prohibits advertising and all other forms of promotion of products under the scope of the Code.*

- A magazine advertisement in China introduces **Heinz's** eight new purees, cereals and juices by featuring each product in its own baby cradle. ▶



- A plaque on a Chinese leaflet titled 'Mother trusts Heinz, Baby loves Heinz' states that Heinz is "recommended by Chinese Child Nutrition and Health Research Centre" and that its products are guaranteed by the authorities. An insert pulls out to reveal **Heinz** infant cereals and purees, some recommended from four months. ◀

- A leaflet in China advertises "Heinz Baby Expert On Line", a radio programme on infant and complementary feeding. Heinz products are recommended for use from four months. The leaflet forms a prepaid aerogramme, enticing mothers to submit their name and address to Heinz for direct marketing. ▶



VIOLATION

- A TV advertisement in China says **Heinz** infant cereals contain “various nutrients for baby’s growth”, adding that “baby’s healthy growth is your wish”. The ad is accompanied by a jingle from a famous Chinese pop song, “Kissing my baby”.▲

- In China, an immunisation record booklet contains a page that showcases **Heinz** cereals with packshots.▶



- An ad titled ‘Infant Nutritionist’ in a scientific journal in China promotes **Heinz** cereals and purees for use from four months and shows a baby with a bib inscribed with the letter “A” for excellence. Scientific symbols of calcium, zinc and iron claim that the cereals are fortified – how much of this will be absorbed by the baby is another question.◀

- Heinz lists events and displays packshots of its cereals and jarred foods, one of which is recommended for use from four months, in an ad in a scientific journal in China titled ‘Heinz, Authority on Infant Nutrition’.▶



- A UK magazine ad recommends **Farley’s** for use from 4 months and shows a cute teddy bear under the heading ‘Heinz. The New Name Behind Farley’s’.



- This ad for **Heinz All-in-One Cereal with Infant Formula** at www.heinzbaby.com does not mention breastfeeding as the best. It claims that it “meets 100% of your baby’s daily iron needs” and contains 35% infant formula. “Trust Heinz to give your baby the very best”. ◀

- “Love which feeds” is the theme of a magazine ad for **Heinz** purees in the Dominican Republic that also makes health claims about the product.

- An advertisement in the Malaysian magazine *Parenthood* seeks entries for “The Heinz-Farley’s Rusks Baby Debut Contest”. Parents win a Heinz hamper if their baby’s photo and caption are selected for publication. For Heinz, it is a way to collect addresses for future direct promotion.▶



- Another ad for **Farley’s Rusks** in the same magazine features a coupon that mothers can submit for a free information leaflet.◀



- An advertisement in *Motherhood* magazine in Singapore asks “Isn’t it time to give your child all the important nutrients everyday?” and makes nutrition and health claims about the Heinz products shown.▲

- An ad in an Indian magazine promotes six varieties of **Farex** cereals, with pictures of babies and toddlers and recommends the product from four months.

- A series of ads for **Farley’s Follow-on** in magazines in the UK offer a free sachet by calling the “tinytums careline”. Mothers and babies idealise the use of the product which is claimed to “improve baby’s immune system”.▶



Promotion at point-of-sale

▶ Article 5.3 of the Code bans promotional devices at the retail level.

- This supermarket shelf-talker in Colombia has the slogan “Dreams begin with Heinz ... the love that feeds” and shows a baby, a graduation cap, crayons and a black board, implying Heinz produces an intelligent child.



- Heinz offers a free bib with every purchase of two tins of **Heinz** purees in Colombia.
- A shelf talker in a Beijing supermarket asks customers to “collect stars ....to get gifts” with purchases of



**Heinz** cereals, purees and juices. Pamphlets list the gifts available (baby sleeping bag, backpack, household items, toy train).

Shelf talker

- Leaflets in Shanghai supermarkets offer points for Heinz purchases to be collected and redeemed for feeding cups, towels, toys and baby furniture.▶



- Soon-to-expire Heinz products are sold at discount prices in a supermarket in Gambia.◀

- Shelf talkers draw attention to reduced prices on **Heinz Baby Juices** and on **Farley's Follow-on** in the UK.

- **Heinz baby cereal** is sold at a discount at a chain store in Singapore. Redeeming a coupon enters customers in the store's monthly Lucky Draw for a \$100 prize.▲



### Promotion in health facilities

▶ **Article 6.2 bans the promotion of products within the health care system.**

- Heinz often hands out gifts to health workers in China.▶
- In a health facility in Trinidad and Tobago a leaflet titled 'Heinz's Infant & Toddler Nutrition FAQ' promotes Heinz foods for use from four months.
- In a UAE hospital, Farley distributes leaflets on weaning: “4-6 months....time to start weaning”. A full range of **Farley's** products illustrates the message.



- In China Heinz infant feeding booklets promote the company's full product range, recommending many products for use from four months. The booklets are supplied in bulk to health facilities and made available to mothers with newborn babies, such as this one.▲



- Heinz displays posters, leaflets and products in health facilities in China.▶



- In New Zealand Wattie's gives health workers info packs that promote **Heinz Nurture** infant and follow-on formulas, using the slogan “Nurturing New Zealand Babies for over 20 years”.▶



### Labelling

▶ **WHA Resolution 54.2 (2001)** advises exclusive breastfeeding for 6 months which means that the recommended age for use of complementary foods cannot be under 6 months.

- Heinz product labels in many countries idealise their use with pictures of babies and attractive images.
- Heinz labels recommend products from too young an age: as of four months for most products in most countries. In Mexico and Uruguay, **Heinz** puree labels do not state any recommended age.
- In New Zealand, Wattie's “Guide to Baby Feeding Card” and “Getting started on solids” advise that complementary feeding begin at four months using **Farax** and **Wattie's** products.▶
- The brand name **Nurture** of the Heinz infant formula range in New Zealand idealises the use of infant formula.

