

FOR IMMEDIATE RELEASE

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HEINZ ANNOUNCES RECIPE CONTEST WINNERS

Florida Man's Mushroom Recipe Takes Top Prize in Heinz's National *Tailgate Recipe Contest*.

PITTSBURGH, Pa. Sept. 11— Just in time for tailgating season, Heinz [NYSE: HNZ] today announced the winners of its national *Tailgate Recipe Contest*—created to showcase the best tailgate fare from across the country.

Beginning with last season's National Football League playoffs, noted Philadelphia chef, author and television personality, Jim Coleman, joined Pittsburgh chef Rania Harris in judging hundreds of entries for their creativity, taste and originality. After taste-testing the ten recipes that were selected as finalists, Chris Wierchowski, 23, of Venice, Florida, was named the first place winner for his winning recipe: "Tangy Sportsman Mushrooms."

"Chris' Tangy Sportsman Mushroom recipe was excellent," said Coleman. "I really liked the combination of the mushrooms, cheese, sausage, and the three Heinz products, Ore-Ida® Chopped Onions, Jack Daniel's® Original No. 7 Recipe™ Barbecue Sauce and Heinz® 57 Sauce, which gave it the extra kick I think tailgaters will love. We were very impressed by the submissions and considered all of them winners."

Chef Harris, also the host of a cooking show and a well-known Pittsburgh caterer, was surprised by the creativity of the recipes. "I thought there were some extraordinarily creative recipes, which tasted great and were surprisingly easy to prepare," said Harris. "Tailgating in America is serious business, and these recipes will be a welcome addition to anyone's fall tailgating menu."

In addition to the grand prize winner, two runners-up were also selected. They were: Janice Elder, of Charlotte, N.C., for her Caribbean Quesadillas recipe; and Renee Pokorny, of Ventura, Calif., for her Kick-Off BBQ Teriyaki Chicken Grilled Pizza recipe. Chris' winning recipe is also featured in the newly released book, *Heinz Field Touchdowns to Tailgating*, written by Charles Reichblum, with recipes by Rania Harris. Information about the book, along with Chris' recipe and those from the contest runners-up are available on the Heinz website, www.heinz.com. Weirchowski attended a special sampling event today at Heinz Field. His recipe as well as others featured in the cookbook were served up for hungry Pittsburgh Steelers fans.

ABOUT HEINZ: H.J. Heinz Company, offering "Good Food, Every Day™" is one of the world's leading marketers and producers of branded foods in ketchup, condiments, sauces, meals, soups, seafood, snacks, and infant foods. Heinz satisfies hungry consumers in every outlet, from supermarkets to restaurants to convenience stores and kiosks. Heinz is a global family of leading brands, including Heinz® Ketchup, sauces, soups, beans, pasta and infant foods (representing nearly one-third of total sales or close to \$3 billion), Ore-Ida® French fries and roasted potatoes, Boston Market® and SmartOnes® meals, and Plasmon® baby food. Heinz's 50 companies have number-one or number-two brands in 200 countries, showcased by Heinz® Ketchup, The World's Favorite Ketchup™. Information on Heinz is available at www.heinz.com/news.

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Tangy Sportsman Mushroom Recipe

Ingredients:

2 pounds large mushrooms
4 tablespoons butter
¼ cup Ore-Ida® chopped onions
½ pound ground pork sausage
1 (3-ounce) package cream cheese, softened
⅔ cup Jack Daniel's® Original No. 7 Recipe™ Barbecue Sauce
4 tablespoons Heinz 57® Sauce
¼ cup grated Parmesan cheese

Directions:

Preheat oven to 350°. Remove stems from the mushrooms, leaving caps intact. Chop the stems. In a medium saucepan, melt the butter. Then lightly brush the mushroom stems with the melted butter. In the remaining butter, cook and stir the sausage, chopped mushroom stems, and onions until tender and the sausage is fully cooked. Gradually mix the cream cheese, Jack Daniels' Barbeque Sauce and Heinz 57 Sauce into the saucepan. Continue stirring until smooth. Heat until warm. In a shallow pan, bake the caps at 350° for 8-12 minutes or until hot.

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