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**ARE YOU A DIPPER OR A SQUEEZER? HEINZ® DIP & SQUEEZE® KETCHUP AND CHICK-FIL-A® INVITE YOU TO GET FREE WAFFLE FRIES AND FIND OUT**

*Innovative dual-function ketchup packet now nationally available at Chick-fil-A; Free Waffle Fries being offered on "FryDay," March 4<sup>th</sup> to celebrate*

**PITTSBURGH – FEBRUARY 28, 2011** – Today, the way Americans eat on-the-go will change forever as Heinz announces the national availability of Heinz® Dip & Squeeze® Ketchup, the new packaging innovation that allows for both dipping and squeezing and holds three times as much Heinz® Ketchup as the traditional packet.<sup>1</sup> After 42 years of messing with ketchup packets, people can now eat *America's Favorite Ketchup*® with ease.

To celebrate the availability of the new package, Friday March 4<sup>th</sup> will be declared FREE FryDay at Chick-fil-A® restaurants. Between 2 and 4 pm local time, ketchup lovers who ask for Heinz Dip & Squeeze Ketchup at all Chick-fil-A restaurants will receive a FREE medium order of Chick-fil-A Waffle Potato Fries®, limit one per customer. Chick-fil-A is the first restaurant partner to carry Dip & Squeeze Ketchup nationwide.

**The Wait Is Over**

Heinz Ketchup fans have been eagerly awaiting their chance to try Dip & Squeeze Ketchup since it was unveiled in 2010. Since then, the Heinz Ketchup Road Trip™, a mobile tour featuring Heinz Dip & Squeeze Ketchup with a side of free fries traveled more than 5,500 miles to give ketchup lovers a chance to try the new package and share their feedback.

"The response from consumers who have had the chance to experience the new Dip & Squeeze Ketchup package has been overwhelmingly positive," said John Bennett, Vice President of Marketing at Heinz. "People have been telling us that they love the convenience and functionality of the new package and we are thrilled that it is now available to people nationwide."

**To Dip or to Squeeze? That is the question.**

During the Heinz Ketchup Road Trip, more than 1,000 people were surveyed about their ketchup eating habits. The findings? Sixty-three percent of people said they were "dippers," while 37 percent considered themselves "squeezers." If you're a double dipper, you're not alone! A majority of ketchup lovers weren't embarrassed to admit to 'double dipping' when sharing Heinz Ketchup.

**Join the Fun**

Now that Dip & Squeeze Ketchup is available nationwide, ketchup enthusiasts everywhere are encouraged to join in the fun on FryDay and beyond.

**Facebook** – Post FryDay photos of dipping and squeezing in action on the Heinz Ketchup and Chick-fil-A pages: [www.facebook.com/HeinzKetchup](http://www.facebook.com/HeinzKetchup) and [www.facebook.com/ChickfilA](http://www.facebook.com/ChickfilA).

**Twitter** - Twitter users can follow @DipAndSqueeze and @ChickfilA and use the hashtag #FreeFryDay to answer trivia questions for a chance to win Heinz and Chick-fil-A prizes!

<sup>1</sup> One package of new Heinz Dip & Squeeze equals three, nine-gram ketchup packets.

**Mobile Game** - The fun doesn't stop after mealtime. With the new Dip & Squeeze Ketchup Craze Mobile Game now available for free on iTunes, dipping and squeezing skills can be tested in ten different games - from dipping nuggets to squeezing ketchup onto a burger.

**Locator Application** - To find the closest Chick-fil-A restaurant serving Heinz Dip & Squeeze Ketchup, check out the Dip & Squeeze Ketchup Locator at [www.HeinzKetchup.com/Dip-and-Squeeze/Locator](http://www.HeinzKetchup.com/Dip-and-Squeeze/Locator).

**YouTube Channel** - For more ketchup-themed entertainment including "Great Moments in Ketchup" and other fun videos, visit the Heinz Dip & Squeeze Ketchup YouTube channel – [YouTube.com/HeinzDipAndSqueeze](http://YouTube.com/HeinzDipAndSqueeze).

Heinz Dip & Squeeze Ketchup is now available at Chick-fil-A restaurants nationwide and will be rolling out in select quick-service restaurants in the coming months.

For more information on Heinz Ketchup, please visit [www.heinzketchup.com](http://www.heinzketchup.com) or check out our Facebook page at [www.facebook.com/HeinzKetchup](http://www.facebook.com/HeinzKetchup) or @DipAndSqueeze on Twitter.

For more information on Chick-fil-A, visit [www.Chick-fil-A.com](http://www.Chick-fil-A.com) or [www.facebook.com/ChickfilA](http://www.facebook.com/ChickfilA)

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