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ICONIC BABY FOOD BRAND, HEINZ BY NATURE™, PARTNERS WITH TERRACYCLE TO LAUNCH RECYCLING PROGRAM “ROOTED IN GOODNESS”

Feeding Routines Are Getting Back to Nature with Free Nationwide Recycling Program for Baby Food Pouches and Lids

TORONTO, ON, January 25, 2022 – Today HEINZ BY NATURE™ is offering Canadian families the opportunity to green their baby food routine through a partnership with international recycling leader TerraCycle. The national recycling program for HEINZ BY NATURE baby food pouches and lids will be available at no cost to the participant. Additionally, every shipment of HEINZ BY NATURE™ packaging sent to TerraCycle will earn collectors points that can be used towards donation to a nonprofit, school or charitable organization of their choice.

“We created our line of baby food with a focus on providing the best natural and organic ingredients so families can feel good about what they feed their children,” said Nina Patel, Vice President of Brand & Innovation, Kraft Heinz Canada. “This program brings our product full circle and truly speaks to the commitment we have to delivering innovation and partnerships that give back to the environment while at the same time providing delicious and nutritious food for our youngest generation.”

Participation in the HEINZ BY NATURE™ Recycling Program is easy and free. Consumers can sign up on the TerraCycle program page <https://www.terracycle.com/en-CA/brigades/heinz-by-nature> and from there, it’s simple. Instead of throwing out used baby food pouches and lids, stash them in a separate box. Once the box is full, consumers can sign into their account, download the free shipping label and return the collected waste to TerraCycle. Once received, the packaging is cleaned and melted into hard plastic that can be remolded to make new recycled products, such as park benches and picnic tables.

“By participating in the HEINZ BY NATURE Recycling Program, Canadian families have the unique opportunity to not only feed future generations, but also help protect our planet in the process,” said TerraCycle CEO and founder Tom Szaky. “With just a few easy steps, consumers can responsibly dispose of their baby food packaging, ensure that it is diverted from the landfill and give the waste a second life through recycling.”

The HEINZ BY NATURE™ Recycling Program is open to any interested individual, school, office, or community organization. For more information on TerraCycle’s recycling programs, visit www.terracycle.com.

About Kraft Heinz Canada

Kraft Heinz Canada is the country's largest food and beverage company and is a subsidiary of Kraft Heinz (NASDAQ: KHC). Kraft Heinz Canada provides high quality, great taste and nutrition for all eating occasions whether at home, in restaurants or on the go. Kraft Heinz Canada products are found in more than 97 per cent of Canadian households. The Company's iconic brands include Kraft Peanut Butter, KD, Classico. Kraft Heinz Canada is dedicated to the sustainable health of our people, our planet and our Company. For more information, please visit www.kraftheinzcompany.com.

About TerraCycle

TerraCycle is an innovative waste management company with a mission to eliminate the idea of waste. Operating nationally across 21 countries, TerraCycle partners with leading consumer product companies, retailers and cities to recycle products and packages, from dirty diapers to cigarette butts, that would otherwise end up being landfilled or incinerated. In addition, TerraCycle works with leading consumer product companies to integrate hard to recycle waste streams, such as ocean plastic, into their products and packaging. Its new division, Loop, is the first shopping system that gives consumers a way to shop for their favorite brands in durable, reusable packaging. TerraCycle has won over 200 awards for sustainability and has donated over \$44 million to schools and charities since its founding more than 15 years ago and was named #10 in Fortune magazine's list of 52 companies Changing the World. To learn more about TerraCycle or get involved in its recycling programs, please visit www.terracycle.com.

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