

**NEW**

**NO SUGAR ADDED**

**Ketchup**



*The Newest  
Innovation in  
Ketchup*



# There's an Appetite for No Sugar Added

## Consumers Highlight Need for a Better-for-you Ketchup

- Ketchups claiming “no sugar added” are up over 43%<sup>3</sup>
- 71% of consumers read labels for Sugar content<sup>1</sup>
- 34% of consumers would buy more Ketchup if it claimed No Artificial Ingredients/ Preservatives<sup>2</sup>
- About half (46%) of consumers strongly want to reduce their consumption of sugar<sup>1</sup>
- 51% of consumers are reviewing the type of sweetening agent when reading labels<sup>1</sup>
- 75% percent of all consumers avoid specific ingredients in food<sup>1</sup>
- 19-23% of All US Consumers have stated that No Sugar Added, Sugar Free, and No Artificial Sweeteners claims have positive impacts on their purchase decisions<sup>5</sup>
- Younger consumers are making proactive dietary choices while older shoppers are seeking to avoid perceived negatives in food products<sup>4</sup>

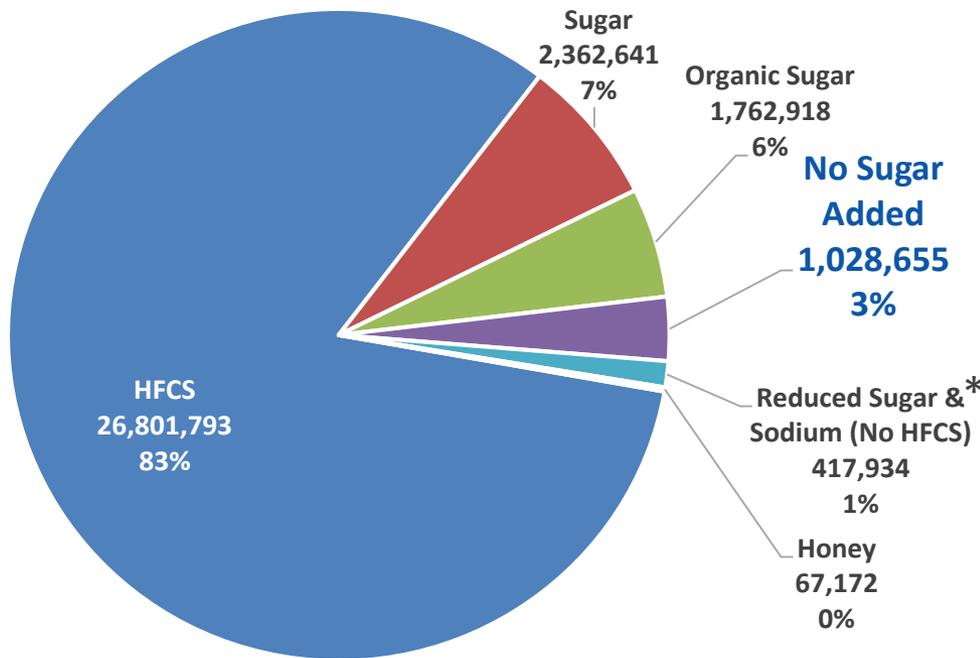


**12pk/19oz**

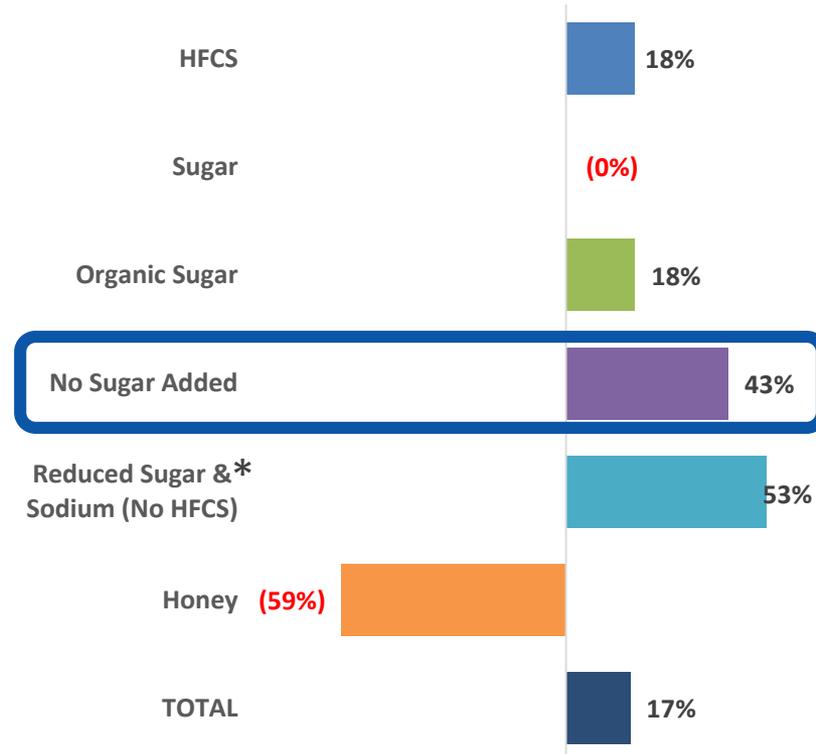
# No Sugar Added Ketchup Sales are up 237% in the last 5 years

- ✓ Total No Sugar Added Ketchup sales are growing 43% vs YA<sup>1</sup>
- ✓ No Sugar Added Ketchup is made up of Artificial Sweetened and Unsweetened products
- ✓ 68% of shoppers actively look for label claims that avoid negatives when purchasing food products<sup>2</sup>

Ketchup 12pk Sales by Sweetener



% Change vs YA



# Current No Sugar Added Ketchups are either higher priced or contain sucralose

- ✓ No Sugar Added Ketchups vary in formulation, flavor, sweeteners used, and overall quality
- ✓ Our *New* No Sugar Added Ketchup includes Stevia because it is the #1 natural sweetener that can be labeled as no sugar added<sup>2</sup>
- ✓ No Sugar added, no artificial preservatives... *just great tasting ketchup innovation!*

## Sweetened with Sucralose



13oz  
G Hughes  
Sugar Free

13oz Heinz  
No Sugar Added

## Sweetened with Stevia and Fruit



19oz  
**YOUR BRAND No Sugar Added Ketchup**

## Higher Priced



11.3oz  
Primal  
Kitchen

13oz  
Westbrae

10oz  
Tessemae's