

### 3. Heinz – over 100 years of developing successful products

#### *From concept through to launch*



*Heinz's Research and Development Department develops new products from concept right through to launch and into the supermarket. Squeeze & Stir is a good example. Our new range of rich instant soups comes in four tasty flavours. Made from a concentrated puree, each thick, delicious cup of soup is perfect as a snack or with a sandwich.*

*Three key elements of Heinz's R&D operations are:*

- **Product Development**  
*While dedicated teams of creative chefs develop new recipe ideas, their colleagues in food technology manage costs, nutrition, ingredient specifications and factory trials.*
- **Process Development**  
*The perfected products are then passed on to process engineers who specify the relevant manufacturing processes and equipment.*
- **Packaging Development**  
*After that, our packaging experts develop exciting and innovative ways to present the products on the shelves.*

*Source: [www.heinz.co.uk](http://www.heinz.co.uk)*

In addition to constantly developing new products Heinz has many famous **brands**, including Heinz Tomato Ketchup, Salad Cream and Baked Beans; 400 million cans of which are sold in the UK every year. Each of these products has a very lengthy product life cycle and Heinz have developed many **extension strategies** in order to combat their many competitors and keep their customers coming back again and again.

- (a) Explain **two** reasons why *brands* are so important to Heinz. [4]
- (b) Explain, with the use of a labelled diagram, what is meant by the term '*extension strategies*'. [4]
- (c) Analyse the factors Heinz should take into account when deciding how to package its products. [8]
- (d) To what extent do you agree that Heinz's success depends more on its Research and Development Department than its Marketing Department? [10]