



**FOR IMMEDIATE RELEASE**

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**KRAFT HEINZ TO RELEASE LIMITED EDITION GOLDEN PICKLE PIN AT PICKLESBURGH**

*COLLECTABLE EDITION OF THE ICONIC PIN TO COMMEMORATE COMPANY'S PROUD 150 YEARS OF PICKLED HISTORY*

**Downtown Picklesburgh, PA** – Kraft Heinz announced today that the company will offer free, special edition, golden pickle pins at this year's Picklesburgh festival to celebrate 150 years of this hometown company. The pin, an iconic symbol of the company that was founded here in 1869, has been a keepsake and collector's item since the 1893 Chicago's World's Fair and continues to be a sought-after souvenir. The beloved, highly collectable pin will be distributed free, one per person, in the Kraft Heinz booth located under the giant inflatable pickle on the Roberto Clemente Bridge throughout the festival, July 26-28, while supplies last.

"Nothing is more representative of Pittsburgh's proud pickle past than the cherished pickle pin," Jeremy Waldrup, CEO of the Pittsburgh Downtown Partnership, the non-profit that presents Picklesburgh, commented. "We can't think of a better way or place for Kraft Heinz to release this limited-edition commemorative pin than at the 2019 Picklesburgh festival where pickle-lovers from near and far will be on hand to celebrate all things pickled."

Visitors to the Kraft Heinz booth will not only be able to pick up the golden pickle pin, but Pittsburgh's historic Klavon's Ice Cream will also be on hand offering free dill-icious pickle-flavored ice cream bites on Saturday, July 27, while supplies last.

The pickle pin dates back 126 years when it was introduced as a giveaway at the 1893 World's Fair. One of the most famous giveaways in history, the pin was so popular that it created a riot-like situation at the event as fair-goers clamored for this unique trinket. Even after more than a century, the Pickle Pin is still an important promotional item for the company. Throughout the years, it has remained true to the original design with very little variations until now with a special golden edition commemorating this significant milestone in company and culinary history.

Picklesburgh, voted #1 Specialty Food Festival in American in the latest *USA Today* reader's poll, will be open Friday, July 26 and Saturday July 27, from noon – 10:00 p.m. and Sunday, July 28 from noon to 6:00 p.m. with free admission. The festival is both a culinary and cultural celebration as visitors will be treated to more than 60 vendors representing unique pickle-themed food and merchandise, 18 local bands performing on the main stage, and the highly anticipated annual Pickle Juice Drinking contest. Check out the vendor list and more information at [www.picklesburgh.com](http://www.picklesburgh.com).

### **About Kraft Heinz**

For 150 years, we have produced some of the world's most beloved products at The Kraft Heinz Company (NASDAQ: KHC). Our Vision is To Be the Best Food Company, Growing a Better World. We are one of the largest global food and beverage companies, with 2018 net sales of approximately \$26 billion. Our portfolio is a diverse mix of iconic and emerging brands. As the guardians of these brands and the creators of innovative new products, we are dedicated to the sustainable health of our people and our planet. To learn more, visit <http://www.kraftheinzcompany.com/> or follow us on LinkedIn and Twitter.

### **About Picklesburgh**

Established in 2015, Picklesburgh is brought to you by The ~~Pittsburgh~~ Picklesburgh Downtown Partnership (PDP), a non-profit organization that develops and implements innovative programs, economic development initiatives, and provides transportation advocacy to enhance the Downtown neighborhood. Events include some of Pittsburgh's most successful and imaginative events such as Comcast Light Up Night, the Market Square Farmers Market, Night Markets, Yoga in the Square, and the Peoples Gas Holiday Market.

### **About the Pittsburgh Downtown Partnership**

Pittsburgh Downtown Partnership (PDP) is a dynamic, nonprofit organization comprised of business and community leaders, property owners, civic organizations, foundations and residents who provide energy, vision and advocacy for Downtown Pittsburgh. Working collaboratively with its partners, the PDP strives to create a positive Downtown experience for residents, workers and visitors alike. The PDP's strategic initiatives include clean and safe services, transportation, and economic development and advocacy. For more information, visit [www.DowntownPittsburgh.com](http://www.DowntownPittsburgh.com), follow us on Twitter at <http://twitter.com/downtownpitt> and "like" us on Facebook.

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