Elevate your Ghost Kitchen Menu with our iconic brands

Kraft Heinz x GHOST KITCHENS

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THE SCOOP ON GHOST KITCHENS

Ghost kitchens, also known as cloud or dark kitchens, are kitchens that are used to prepare food that is for delivery only. Brands that only offer food for delivery are known as virtual brands. Offering a virtual brand’s menu in addition to an existing menu can diversify a restaurant’s appeal to consumers as consumers’ appetite for food delivery grows.¹

Ghost kitchens cut overhead costs while adding a new line of revenue for existing brands, which gained traction during the onset of COVID-19.¹

Takeout is on the rise with 60% of consumers ordering takeout at least once a week and is steadily increasing each year.²

Euromonitor predicts a $1 trillion ghost kitchen industry by 2030.³

Ghost kitchens allow virtual brands to take off without the burden of large startup costs of a brick-and-mortar restaurant.

Quality and familiarity are of growing importance in the ghost kitchen sector. The high quality and recognizability of our brands can elevate your concept above others.

Consumers are more likely to give your delicious virtual concept a chance if they know that our quality condiments will be enjoyed alongside or on top of their meal.¹

We want to partner with you to support your concept with culinary insights, menu guidance, and ensure that the consumer receives the most craveable menu item from your ghost kitchen.

¹ Technomic | 2021  
² American Restaurant Association | 2021  
³ Euromonitor | 2021
### Familiarity & Trust

Kraft Heinz carries familiarity and many brands consumers’ love and trust.

- Consumers are more likely to try a new virtual brand if they are familiar with brands that the operator uses.\(^1\)
- Millennials look to see what condiment brand is offered when ordering at restaurants.\(^2\)
- 44% of consumers are likely to order from a virtual brand if it is partnered with a consumer-packaged goods company that they are familiar with.\(^1\)

### Variety

Our diverse portion control portfolio is well-suited for travel and allows consumers to customize their orders to their tastes.

- With unique condiments such as Honeyracha and Garlic Aoili, our product variety can increase your appeal to various consumers!
- With over 200 portion control condiments in our portfolio, we carry sauces for any cuisine type.

### Culinary Excellence

We are here to offer culinary guidance for your ghost kitchen menus!

- 59% of consumers perceive a restaurant to have higher quality food if it carries HEINZ condiments.\(^2\)
- Virtual concepts require easy, delicious menu items for quick and efficient assembly utilizing proteins you already have in your kitchen.

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\(^1\) Technomic | 2021
\(^2\) Consumer Condiment Perceptions | Datassential | April 2021

www.kraftheinz-foodservice.com
BURGERS ARE BIG

95% of operators agree that HEINZ is the first brand of ketchup they consider when purchasing ketchup. 

A burger is one of the top three foods ordered by delivery for lunch. 

Creative condiments are on the rise with more consumers enjoying unconventional sauces like maple syrup and spicy mayo on burgers. Kraft Heinz offers a delectable variety of specialty sauces including Mayochup and Honeyracha!

60% of consumers like or love Mayochup.

43% of consumers would order a burger from a virtual brand.

Consumers pick Heinz ketchup 5:1 for their burger and fries over other brands.

1 Datassential | Condiment Claims, Ketchup, Mustard, Barbecue, Hot Sauce | 2020
2 Datassential | Trend Watch | Condiments
3 Ketchup Purchasing Report | Datassential | April 2020
4 Custom Suzy Survey Research | September | 2020
5 Technomic | 2021

www.kraftheinz-foodservice.com
### Bling Bling Burger

**10 servings**

**WHAT YOU NEED**
- 3 tbsp Butter
- 1¼ lb Mushrooms, sliced
- 3½ lb Ground Beef
- 10 Swiss Cheese Slices
- 10 Bibb Lettuce Leaves
- 20 Tomato Slices
- 10 HEINZ Real Mayonnaise Sachets
- 10 GREY POUPON Dijon Mustard Sachets

**LETS MAKE IT**
1. Over medium high heat, melt the butter in a large sauté pan. Add the sliced mushrooms and cook until softened and browned.
2. While the mushrooms are cooking, form the ground beef into 6 ounce patties.
3. Cook the burgers over medium heat until desired doneness flipping half way through.
4. Add a slice of cheese during the last minute of cooking to melt.
5. Assemble each burger by topping the bottom half of each roll with the cooked cheeseburger. Top with the mushrooms, lettuce, 2 tomato slices and the top half of the roll.

### Buffalo Ranch Burger

**10 servings**

**WHAT YOU NEED**
- 3½ lb Ground Beef
- 10 Blue Cheese Slices
- 10 Rolls, toasted
- 40 HEINZ Pickle Slices
- 1 c Shredded Lettuce
- 20 Tomato Slices
- 10 HEINZ Buffalo Hot Sauce Cups
- 10 HEINZ Ranch Dressing Packets

**LETS MAKE IT**
1. Form the ground beef into 6 ounce patties.
2. Cook the patties over medium heat until desired doneness flipping half way through.
3. Add blue cheese crumbles to the top during the last minute of cooking to melt.
4. Assemble each burger by topping the bottom half of each roll with pickle slices and a cooked cheeseburger. Top with the shredded lettuce, tomato slices and the top half of the roll.

### A.1. Steak Burger

**10 servings**

**WHAT YOU NEED**
- 3 ¾ lb Ground Beef
- 5 tbsp Canadian Steak Seasoning
- 10 Aged Cheddar Cheese Slices
- 10 Rolls, toasted
- ½ lb Caramelized Onions
- 10 A.1. Steak Sauce Sachets

**LETS MAKE IT**
1. Form the ground beef into 6 ounce patties and generously coat each patty with the Canadian steak seasoning.
2. Cook over medium heat until desired doneness.
3. Add a slice of cheese during the last minute of cooking to melt.
4. Assemble each burger by topping the bottom half of each roll with a cooked cheeseburger. Top with ¼ cup caramelized onions and the top half of the roll.
Grill 57 Burger  10 servings

**WHAT YOU NEED**
- 1½ Large Onions, sliced very thin
- 1 c Buttermilk
- 1½ c Flour
- ½ tsp Black Pepper
- 3½ lb Ground Beef
- 10 Pepper Jack Cheese Slices
- 10 Rolls, toasted
- 3 Avocados, sliced

**LETS MAKE IT**
1. Soak the onion with the buttermilk for 1 hour.
2. Heat fryer to 350°F.
3. Season the flour with the salt and pepper and when ready to cook, remove handfuls of the onions from the buttermilk and coat with the seasoned flour. Fry the onions in batches until golden brown and drain on paper towels.
4. While the onions are cooking, form the ground beef into 6 ounce patties.
5. Cook the patties over medium heat until desired doneness flipping half way through.
6. Add a slice of cheese during the last minute of cooking.
7. Assemble each burger by topping the bottom half of each roll with sliced avocado and a cooked cheeseburger. Top with the onion straws, lettuce, tomato slices, pickles, HEINZ 57 Sauce and the top half of the roll.

Honeyracha Burger  10 servings

**WHAT YOU NEED**
- 3¾ lb Ground Beef
- 10 Cheddar Cheese Slices
- 10 Rolls, toasted
- 1 c Shredded Lettuce
- 20 Hickory Smoked Bacon Slices, cooked
- 5 Fresh Jalapeños, roasted
- ½ c Pickled Red Onions
- 10 HEINZ Honeyracha Dip Cups

**LETS MAKE IT**
1. Form the ground beef into 6 ounce patties.
2. Cook the patties over medium heat until desired doneness flipping half way through.
3. Add a slice of cheese during the last minute of cooking to melt.
4. Assemble each burger by topping the bottom half of each roll with shredded lettuce and a cooked cheeseburger. Top with 2 slices of cooked bacon, ½ roasted jalapeno, pickled red onions and the top half of the roll.
5. Serve with a HEINZ Honeyracha Dip Cup.

Signature Mayochup Burger  10 servings

**WHAT YOU NEED**
- 5 lb Ground Beef
- 20 American Cheese Slices
- 10 Sesame Seed Buns, toasted
- 1½ c Shredded Lettuce
- 20 Tomato Slices
- ½ c Onion, minced
- 10 HEINZ Real Mayonnaise Sachets
- 10 GREY POUPON Dijon Mustard Sachets

**LETS MAKE IT**
1. Form the ground beef into 20, 4-ounce patties.
2. Cook the patties over medium until desired doneness flipping half way through.
3. Add a slice of cheese during the last minute of cooking to melt.
4. Assemble each burger by topping the bottom half of each bun with 2 cooked cheeseburgers. Top with the shredded lettuce, tomato slices, minced onion and the top half of the bun.
5. Serve with a HEINZ Mayochup packet.
BYOB: BUILD YOUR OWN BURGER

Studies show that consumers prefer condiments on the side when ordering food for delivery.¹

PICK AN OPTION FROM EACH COLUMN

Our specialty mixed condiments add a unique twist to any order and can be applied consistently across many kitchens.

ON-HAND PROTEIN OF CHOICE
- Beef
- Chicken
- Turkey
- The BOCA Vegan Burger

BUN
- Brioche
- Ciabatta
- Texas Toast
- Sesame
- Pretzel

TOPPINGS
- Lettuce
- Tomato
- Fried egg
- Bacon
- Avocado

SPECIALTY SAUCE MIXED BY HEINZ
- Mayochup
- Honeyracha
- Kranch
- Ketchup
- Mayomust
- Buffaranch

¹ Technomic | 2021

www.kraftheinz-foodservice.com
47% of Millennials are interested in trying a chicken dish made with interesting flavors and sauces.³

81% of consumers like or love chicken sandwiches.¹

37% of consumers would order a chicken sandwich from a virtual concept.⁴

35% of consumers would order chicken wings from a virtual concept.⁴

28% of consumers would order chicken tenders or nuggets from a virtual concept.⁴

More than half of consumers value high-quality branded portion control condiment packets.²

Fried chicken is the third most popular menu item for consumers when ordering delivery for dinner.⁴

¹ Flavor | 2020 | Datassential
² Datassential Independent Study | Consumer Condiment Claims | 2020
³ Consumer Trend Report | Poultry | Technomic | 2021
⁴ Technomic | 2021
⁵ Technomic, 2021, “Center of the Plate: Poultry”
CHICKEN RECIPES

Baja Chicken Po’ Boy 10 servings

**WHAT YOU NEED**
- 20 Breaded Chicken Tenders
- 20 Pepper Jack Cheese Slices
- 10 French Rolls
- 5 Avocados, sliced
- 5 Red Onions, sliced
- 10 HEINZ Chipotle Aioli Sachets

**LETS MAKE IT**
1. Cook the chicken tenders until golden brown and an internal temperature of 165°F.
2. Top each chicken tender with a slice of pepper jack cheese and allow to melt in a warm oven.
3. Assemble each sandwich by slicing each roll in half lengthwise. Pull out some of the center bread from each half.
4. Top the bottom half of each roll with shredded lettuce and 2 cooked chicken tenders with cheese.
5. Top with 3 tomato slices, sliced avocado, sliced red onion, jalapeno slices and the top half of the roll.

Bless Your Heart Chicken Sandwich 10 servings

**WHAT YOU NEED**
- 10 Breaded Chicken Breast Fillets
- 10 Rolls, toasted
- 40 HEINZ Pickle Slices
- 1¼ c Pimento Cheese
- 10 Leaf Lettuce Leaves
- 20 Tomato Slices
- 10 HEINZ Honeyracha Dip Cups

**LETS MAKE IT**
1. Cook the chicken breast until golden brown and an internal temperature of 165°F.
2. Assemble each sandwich by topping the bottom half of each roll with pickle slices and a cooked chicken breast. Top with pimento cheese, lettuce, tomato slices and the top half of the roll.
3. Serve with a HEINZ Honeyracha Sauce Dip Cup.

Grilled Asian Sweet & Sour Chicken Sandwich 10 servings

**WHAT YOU NEED**
- 5 Fresh Red Peppers
- 10 Fresh Pineapple Slices, peeled and cored
- 10 5-ounce Boneless, Skinless Chicken Breasts
- 10 Rolls, toasted
- 1¼ c Shredded Lettuce
- 20 Tomato Slices
- 10 HEINZ Sweet & Sour Sauce Dip Cups

**LETS MAKE IT**
1. Over an open flame roast the red peppers until charred. Allow to cool before peeling off the skins. Cut each pepper in half and remove the seeds.
2. Over medium-high heat, grill the chicken breast and pineapple slices on both sides. Cook the chicken to an internal temperature of 165°F.
3. Assemble each sandwich by topping the bottom half of each roll with a slice of roasted red pepper and a cooked chicken breast. Top with grilled pineapple slice, shredded lettuce and the top half of the roll.
4. Serve with a HEINZ Sweet & Sour Sauce Dip Cup.
**Italian Chicken Parm Sandwich**

**WHAT YOU NEED**
- 10 Breaded Chicken Breast Fillets
- ¾ c Flour
- ½ c Water
- ½ tsp Salt
- ½ tsp Black Pepper
- 30 Large, Fresh Basil Leaves
- 10 Rolls, toasted
- 1¼ c Mozzarella Cheese
- 10 HEINZ Marinara Sauce Dip Cups

**LETS MAKE IT**
1. Cook the chicken breast until golden brown and an internal temperature of 165°F.
2. While the chicken is cooking combine the flour, water, salt and pepper in a small bowl.
3. Dip the basil leaves in the batter and fry just until golden brown. Drain on paper towels.
4. Top each chicken breast with a slice of mozzarella cheese and allow to melt in a warm oven.
5. Assemble each sandwich by topping the bottom half of each roll with a cooked chicken breast with cheese. Top with 3 pieces of the fried basil leaves and the top half of the roll.
6. Serve with a HEINZ Marinara Sauce Dip Cup.

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**Pepper Ranch Chicken Sandwich**

**WHAT YOU NEED**
- 10 Breaded Chicken Breast Fillets
- 10 Rolls, toasted
- 40 HEINZ Bread & Butter Pickle Slices
- 5 Avocados, sliced
- 20 Tomato Slices
- 10 Bibb Lettuce Leaves
- 10 HEINZ Four Pepper Ranch Dip Cups

**LETS MAKE IT**
1. Cook the chicken breast until golden brown and an internal temperature of 165°F.
2. Assemble each sandwich by topping the bottom half of each roll with pickle slices and a cooked chicken breast. Top with sliced avocado, tomato slices, lettuce and the top half of the roll.
3. Serve with a HEINZ Four Pepper Ranch Dip Cup.

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**Texas BBQ Chicken Club**

**WHAT YOU NEED**
- ½ Large Onion, sliced very thin
- 1 c Buttermilk
- 1½ c Flour
- ¾ tsp Salt
- ½ tsp Black Pepper
- 10 5-ounce Boneless, Skinless Chicken Breasts
- 10 Texas Toast Slices, toasted
- 20 Smoked Bacon Slices, cooked
- 10 Leaf Lettuce Leaves
- 20 Tomato Slices
- 10 BULL'S-EYE BBQ Sauce Dip Cups
- 10 HEINZ Mayonnaise Packets

**LETS MAKE IT**
1. Soak the onion with the buttermilk for 1 hour.
2. Heat fryer to 350°F.
3. Season the flour with the salt and pepper and when ready to cook, remove handfuls of the onions from the buttermilk and coat with the seasoned flour.
4. Fry the onions in batches until golden brown and drain on paper towels.
5. Over medium-high heat, grill the chicken breast on both sides to an internal temperature of 165°F.
6. Assemble each sandwich by topping one slice of toast with a cooked chicken breast. Top with 2 slices crisp bacon, onion straws, lettuce and tomato. Cap off with a second slice of toast.
7. Serve with a BULL'S-EYE BBQ Sauce Dip Cup and a HEINZ Mayonnaise Packet.
**Honeyracha Chicken Wings** 10 servings

**WHAT YOU NEED**
- 3 c Flour
- 1½ tsp Paprika
- 1½ tsp Black Pepper
- 2 tsp Salt
- 60 Chicken Wings
- 10 HEINZ Honeyracha Dip Cups

**LETS MAKE IT**
1. In a small bowl mix together the flour, paprika, cayenne pepper and salt. Place chicken wings in a large bowl and sprinkle flour mixture over them until they are evenly coated. Cover dish or bowl and refrigerate for 60 to 90 minutes.
2. Heat deep fryer to 350°F.
3. Fry coated wings (5 per order) in the hot oil for 10 to 15 minutes. Wings should be golden and an internal temp of 165°F.
4. Serve with a HEINZ Honeyracha Dip Cup.

**Four Pepper Ranch Chicken Tenders** 10 servings

**WHAT YOU NEED**
- 3½ c Flour
- 2 tsp Paprika
- 2 tsp Black Pepper
- 4 tsp Salt
- ½ tsp Black Pepper
- 3 Large Eggs, beaten
- ¼ c Milk
- 40 Chicken Tenders
- 10 HEINZ Four Pepper Ranch Cups

**LETS MAKE IT**
1. Place flour in a bowl and mix with the paprika, black pepper and salt.
2. Combine the eggs and milk in a separate bowl.
3. One piece at a time, coat the chicken in the flour, the eggs and then back into the flour.
4. Heat deep fryer to 350°F.
5. Fry the tender (4 per order) in the hot oil for 6-8 minutes. Tenders should be golden and an internal temp of 165°F.
6. Serve with a HEINZ Four Pepper Ranch Dip Cup.
30% of consumers would consider ordering macaroni & cheese as a side.¹

42% of consumers sometimes order from a virtual concept because it offers a dessert they are craving.¹

47% of consumers would order fries as a side from a delivery-only concept.¹

More than half of consumers may order a main meal for delivery if the concept offers a side that they are craving.²

¹ Technomic | 2021

www.kraftheinz-foodservice.com
**Jalapeno Explosion Mac & Cheese**

10 servings

**WHAT YOU NEED**

- 15 c KRAFT Signature White Cheddar Mac & Cheese
- ½ c Butter
- 1¼ c Panko Bread Crumbs
- 1½ c PHILADELPHIA Cream Cheese, softened
- 20 Bacon Slices, cooked and chopped
- 3 Jalapeno Peppers, sliced

**LETS MAKE IT**

1. Cook and hold the mac & cheese.
2. While the mac & cheese is cooking, melt the butter in a medium sauté pan. Add the bread crumbs and cook over medium heat stirring often until golden brown.
3. Combine the mac & cheese, cream cheese, bacon and jalapeno pepper.
4. Divide into serving dishes and top with the toasted bread crumbs.

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**Loaded Tots**

10 servings

**WHAT YOU NEED**

- 3½ c Pulled Pork
- 5 lb Tater Tots
- 1½ c BULL’S-EYE BBQ Sauce
- 1¼ c HEINZ Pickle Slices, chopped
- 1¼ c Fresh Tomatoes, diced
- 20 Bacon Slices, cooked and chopped
- 1 Green Onion Bunch, sliced
- 10 HEINZ Four Pepper Ranch Dip Cups

**LETS MAKE IT**

1. Heat the pulled pork and hold warm for service.
2. For each order, cook 8 ounces of the tater tots according to package directions.
3. Top the hot tots with a ½ cup shredded cheese, allowing the cheese to begin melting.
4. Top with 1/3 cup pulled pork and a heavy drizzle of BBQ sauce.
5. Garnish with chopped pickles, diced tomatoes, chopped bacon and green onion.
6. Serve with a HEINZ Four Pepper Ranch Dip Cup.

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**S’mores Cheesecake**

10 servings

**WHAT YOU NEED**

- 1 PHILADELPHIA Cheesecake, 60 oz
- 2 c Chocolate Spread
- 10 JET-PUFFED Marshmallow Crème
- 1½ c Graham Crackers Crumble

**LETS MAKE IT**

1. Thaw cheesecake slices as needed.
2. Soften chocolate spread in microwave or over double boiler.
3. Top each slice of cheesecake with 2 tablespoons of the chocolate spread, 2 tablespoons marshmallow crème and 1 1/2 tablespoons graham cracker crumble.

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**78%** of consumers like or love mac & cheese.\(^1\)

**32%** of consumers would order cheesecake from a delivery-only concept.\(^2\)
MIX IT UP!
A creative guide to mixing your favorite portion control condiments.

Elevate your menu with these unique condiment creations. Mix them up before delivering or allow your consumers to get creative with their order!

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www.kraftheinz-foodservice.com
Mix and match sauces or enjoy as they come. These flavorful condiments and toppings can set your virtual brand apart.

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</tr>
<tr>
<td>HEINZ Ketchup Dip &amp; Squeeze Packets</td>
<td>10013000531400</td>
<td>10013000531402</td>
<td>12 g</td>
<td>60</td>
</tr>
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<td><strong>Marinara Sauce</strong></td>
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<td>10013000529300</td>
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<tr>
<td>HEINZ Single Serve Marinara Sauce</td>
<td>10013000644805</td>
<td>10013000644805</td>
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<tr>
<td><strong>Mayonnaise</strong></td>
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<tr>
<td>HEINZ Real Mayonnaise Packets</td>
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<td>KRAFT Real Mayonnaise Packets</td>
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<td><strong>Mustard</strong></td>
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<tr>
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<tr>
<td>HEINZ Single Serve Yellow Mustard Packets</td>
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<td><strong>Ranch</strong></td>
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<td>HEINZ Four Pepper Ranch Dip Cups</td>
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<tr>
<td>HEINZ Ranch Dressing Dipping Cups</td>
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<td>210006721100</td>
<td>1 oz</td>
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For more products and recipe development, check out our Kraft Heinz Foodservice website:

www.KraftHeinz-Foodservice.com

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