



HEINZ Takes Soup Beyond the Can with New Ready-To-Eat Soup Collection

HEINZ becomes the first major brand to introduce ready-to-eat soup in a portable bag—six elevated recipes that bring bold flavour and everyday convenience to Canada’s soup aisle

TORONTO, October 14, 2026 – HEINZ is taking its next step beyond condiments with the launch of the new HEINZ Soup Collection, available exclusively in Canada. Featuring six ready-to-eat recipes in a convenient bag, the launch marks HEINZ’s first entry into Canada’s ready-to-eat soup category and the first time a major brand has brought this format to Canadian consumers—offering a fresh alternative in an aisle where more than 80 percent of ready-to-eat and condensed soup is still sold in cans¹.

Canadians are looking for more from everyday meals—richer flavours, heartier textures and convenient options that fit busy routines. When it comes to soup, many turn to homemade and restaurant-style favourites to satisfy the craving but making them from scratch takes time and effort they don’t always have. The HEINZ Soup Collection brings those expectations together, delivering an elevated ready-to-eat soup experience without the time or effort required to make soup from scratch.

With 76 percent of Canadians purchasing soup², HEINZ is giving a nation of soup fans something new to get excited about. Designed for busy routines, workday lunches or on-the-go moments, the easy to open bag offers a convenient alternative to the traditional can—no can opener or extra ingredients required.

“Canadians know HEINZ for making everyday foods better, and we see an opportunity to bring that same standard to more parts of the grocery store,” said Kelly Fleming, Chief Marketing Officer, Kraft Heinz Canada. “Soup is a category Canadians already love, but one that we believe is ready for something new. We’ve paired carefully crafted recipes with a more convenient format to deliver a satisfying, ready-to-eat option for the aisle.”

Made with wholesome vegetables and crafted for rich flavours and hearty textures, the HEINZ Soup Collection is rolling out to Canadians nationwide this month—putting a uniquely HEINZ twist on comforting classics fans know and love. The collection features six elevated, flavour-forward recipes—Homestyle Chicken Noodle, Thai Style Chicken Coconut Curry, Hearty Tomato and White Bean, Cheesy Potato, Rich Mushroom and Curry Butternut Squash—expanding beyond HEINZ’s current canned tomato soup to deliver even more ways for Canadians to easily enjoy their favourite cold-weather comfort food.

To learn more about new HEINZ Soup and HEINZ’s ever-evolving portfolio, visit [our website](#) and follow @Heinz_CA on [Instagram](#) and [TikTok](#).

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ABOUT THE KRAFT HEINZ COMPANY

¹ NIQ MarketTrack NATIONAL EX NFLD GB +DR +MM Ready to Serve Soup L52 w/e 12/09/26

² NIQ Homescan Total Outlets Soup Category L52 w/e 05/09/26



Kraft Heinz Canada's heritage can be traced back over a century to when James Lewis Kraft of Stevensville, Ontario began selling cheese from a horse-drawn wagon in 1903. Heinz Canada was established in 1909 in Leamington, Ontario where its first products were pickles sourced from local growers. Following the 2015 merger between KraftFoods Group and H.J. Heinz Company, Kraft Heinz Canada became a subsidiary of the newly formed Kraft Heinz Company (NYSE: KHC). Now the country's second largest food and beverage company, iconic Kraft Heinz Canada products like Kraft Peanut Butter, Heinz Ketchup, KD, Philadelphia Cream Cheese, Renée's Dressing, Jell-O, Classico, Kool-Aid and Maxwell House are found in over 97 percent of Canadian households.

Kraft Heinz Canada is driving transformation inspired by Kraft Heinz's global purpose, Let's Make Life Delicious, by creating memorable community moments through local initiatives such as Kraft Heinz Project Play and Kraft Hockeyville, while also supporting food banks across Canada through Kraft Heinz Project Pantry. Learn more about our journey by visiting kraftheinzcompany.com or following us on LinkedIn.

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