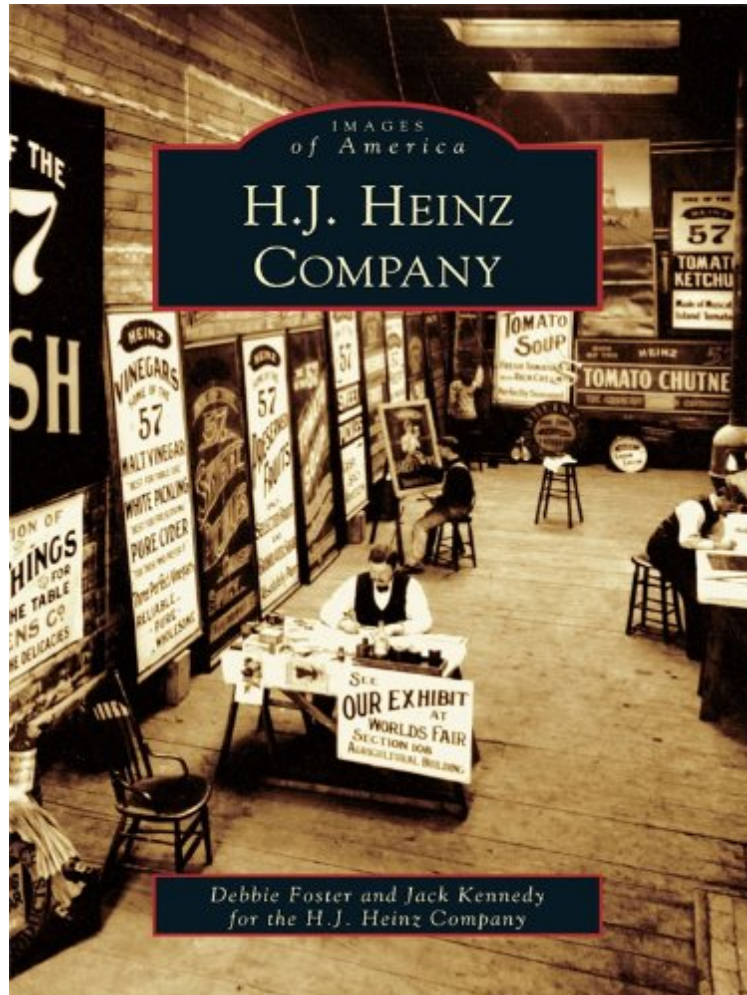


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H.J. Heinz Company (Images of America)

*Debbie Foster, Jack Kennedy, H.J. Heinz Company
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Debbie Foster, Jack Kennedy, H.J. Heinz Company : H.J. Heinz Company (Images of America) before purchasing it in order to gauge whether or not it would be worth my time, and all praised H.J. Heinz Company (Images of America):

0 of 0 people found the following review helpful. How we so enjoyed the one pound box of chocolate that each theater ...By MaggieA fascinating story of the H. J. Heinz family and the successful company that was founded. As a native North Side 'Pittsburgher' I was a lucky recipient of the generosity of the prosperous family ... The Sarah Heinz Community Center, Heinz House Camp every summer and the most enjoyable free presentation of the Christmas Story every Christmas at Heinz Hall. How we so enjoyed the one pound box of chocolate that each theater goer received! The book is a story of an era when entrepreneurs could succeed, provide many jobs and still give back to the community, when neighbors and families took care of each other, and everyone enjoyed the fruits of his/her labor. It wasn't a perfect time but it spawned "producers" and families with positive values. 0 of 1 people found the following

review helpful. Heinz By Patagonia | The Heinz family book made a nice gift for a friend hailing from Pittsburgh. It was a Christmas gift and arrived in time.

In 1869, the American diet was a dreary affair. Kitchen staples included bread, potatoes, other root vegetables, and meat. Tomatoes—then called "love apples"—were an exotic fruit. A young 25-year-old Henry J. Heinz helped to change all of that. He established his company based on a single premise: quality. He demonstrated this commitment by bottling his first product, grated horseradish, in clear glass jars to showcase its purity. From his hometown near Pittsburgh, Heinz sparked a revolution. A colorful marketing genius, he was a foresighted entrepreneur whose peripatetic travels birthed the global H. J. Heinz Company, which today is the most international of all United States-based food companies. H. J. Heinz Company contains vintage images from the archives of one of America's first industrial photography studios. It captures memorable and creative marketing from the "57 Varieties" to today and features photography of many current initiatives in Heinz's main businesses of ketchup and sauces, meals and snacks, and infant foods. It is a glimpse at one of America's best loved companies and a study in how to "do the common thing uncommonly well."

About the Author Debbie Foster and Jack Kennedy are both veteran Heinz communicators and publicists. Chairman William R. Johnson, only the fifth person to lead the company, authored the introduction. He is also Heinz's president and chief executive officer. A foreword was contributed by Suzanne Junod, Ph.D., historian for the U.S. Food and Drug Administration.