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## History Center Pours It On With New Heinz Exhibition

*-The 145-year history of the iconic Pittsburgh-based company is highlighted with unique artifacts, cutting-edge interactive activities, and innovative displays as part of new long-term exhibit-*

PITTSBURGH, Sept. 6, 2014 – The Senator John Heinz History Center will launch its newest long-term exhibition this Saturday, Sept. 6 showcasing the local origins and international reach of one of the world’s most beloved food brands.

The new **Heinz** exhibition highlights the 145-year history of the company, including its evolution from a small food purveyor into one of the most recognizable international brands.

Throughout the exhibit, History Center visitors will discover how the Heinz family business that began with eight-year old Henry John Heinz selling produce from his mother’s garden in Sharpsburg grew to a worldwide company with more than 5,700 products in 200 countries around the globe.

“Few food companies have had a more lasting impact on American eating and buying habits than Pittsburgh’s own H.J. Heinz Company,” said Andy Masich, president and CEO of the History Center. “For more than 20 years, the History Center has been home to the world’s largest collection of artifacts and archival materials related to this iconic Pittsburgh company. The new **Heinz** exhibit showcases the rich history, commitment to quality, and innovative spirit of the company that still abides by H.J.’s famous motto, ‘To do a common thing uncommonly well brings success.’”

“Heinz is proud to partner with the History Center to bring this exhibition to life,” said Bernardo Hees, CEO of Heinz. “The ideals and values held by H.J. Heinz still inspire the Company today, with our unwavering focus on quality and innovation. Heinz remains committed to its Pittsburgh roots and we are thrilled about this gift to the city, a story that the History Center will share with hundreds of thousands of residents and visitors to the region.”

Highlights of the new **Heinz** exhibit include:

- A larger-than-life, 11-foot ketchup bottle comprised of more than 400 individual bottles alongside a display of more than 100 historic bottles that shows the evolution of Heinz products and packaging;
- Innovative displays on the history of Heinz, including videos chronicling the genealogy of the family and an interactive table focusing on Heinz’s international popularity;

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- A life-like figure of 10-year-old H.J. Heinz;
- Video loops of vintage Heinz TV ads from around the world;
- A display of iconic Heinz pickle pins, including the first pin from the 1893 World's Fair in Chicago;
- Items from former Heinz brand advertising campaigns, such as a 9Lives director's chair used by Morris the Cat and a life-size costume of StarKist's Charlie the Tuna; and
- Never before seen artifacts from the History Center's collection, the largest of its kind in the world, including H.J. Heinz's desk set and H.J.'s hand-written ledger, recipe book from 1869, rare memorabilia, and hundreds of Heinz bottles.

Throughout the first 57 days of the exhibit, all visitors to the museum will receive a complimentary Heinz pickle pin (from Sept. 6 through Nov. 1, 2014).

The History Center gratefully acknowledges the H.J. Heinz Company for its generous support of the **Heinz** exhibit. History Center admission is \$15 for adults, \$13 for seniors (age 62+), \$6 for students and children (age 6-17), and free for children (age 5 and under).

In addition to the exhibit, a variety of Heinz products are available in the History Center's museum shop and e-store, including ketchup t-shirts, holiday ornaments, cookbooks, and more.

For additional information about the **Heinz** exhibit or to browse the e-store, please visit [www.heinzhistorycenter.org](http://www.heinzhistorycenter.org).

**The Senator John Heinz History Center**, an affiliate of the Smithsonian Institution and the largest history museum in Pennsylvania, presents American history with a Western Pennsylvania connection. The Western Pennsylvania Sports Museum is a museum within a museum, comprehensively presenting the region's remarkable sports story through hundreds of artifacts and interactive experiences for visitors of all ages. The History Center and Sports Museum are located at 1212 Smallman Street in the city's Strip District, and are open every day from 10 a.m. to 5 p.m. The History Center's museum system includes the Sports Museum; the Fort Pitt Museum in historic Point State Park; and Meadowcroft Rockshelter and Historic Village, a National Historic Landmark located in Avella, Pa. in Washington County. More information is available at [www.heinzhistorycenter.org](http://www.heinzhistorycenter.org).



Allegheny County Executive Rich Fitzgerald, H.J. Heinz Company CEO Bernardo Hees, Pittsburgh Mayor Bill Peduto, and History Center President and CEO Andy Masich unveiled the 11-foot ketchup bottle today in the History Center's new **Heinz** exhibition.



The History Center's new **Heinz** exhibition highlights the 145-year history of the company, including its evolution from a small food purveyor into one of the most recognizable international brands. The History Center is named after H.J.'s great-grandson, Senator John Heinz, and features the iconic neon ketchup bottle sign once displayed on the Heinz factory in Pittsburgh.



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