Heinztoberfest: History Center to Host Month-Long Celebration of Heinz’s 150th Anniversary
- “The Smithsonian’s Home in Pittsburgh” will honor 150 years of Heinz with public programs, a book launch, and more -

PITTSBURGH, Sept. 11, 2019 – Throughout the month of October, the Senator John Heinz History Center will present Heinztoberfest, a month-long savory celebration of the H.J. Heinz Company’s 150th anniversary.

Now one of the world’s best-known brands, Heinz got its start right here in Pittsburgh. Young Henry John Heinz first sold produce from his mother’s Sharpsburg garden to local grocers. In 1869 at age 25, he founded the Heinz & Noble Co. (which later became the H.J. Heinz Company) and began delivering his very first product, horseradish, via horse-drawn wagon.

Heinztoberfest will feature Heinz-themed public programs, a new book on the history of Heinz, exclusive merchandise in the Museum Shop, and more, culminating in a special “Heinz 150” edition of the History Center’s annual Hometown-Homegrown™ food festival.

Heinztoberfest to Feature Flavorful Public Programs for All Ages

21+ Night: Heinz 57
Thursday, Oct. 3 | 6-9 p.m.
Heinztoberfest will kick off with a Heinz-themed 21+ Night at the History Center. Celebrate all things Heinz with craft cocktails courtesy of Wigle Whiskey, a hot dog bar, and an exploration of one of Pittsburgh’s favorite brands. Tickets are $15 and can be purchased at heinzhistorycenter.org/events.

Hop into History: Heinz Classics
Wednesday, Oct. 9 | 10:30-11:15 a.m.
Even the littlest taste-testers can dive into Heinz history during Heinztoberfest. During the museum’s next Hop into History workshop, children ages 2-5 and their caregivers can make their own ketchup inspired by the original Heinz recipe. Hop into History is free for kids ages 5 and under, and adults pay regular museum admission. Register at heinzhistorycenter.org/events.

History Explorers: Cooking with Heinz
Wednesday, Oct. 16 | 10:30-11:30 a.m.
Kids ages 5-8 will explore 150 years of Heinz history and create recipes old and new using Heinz products. History at Play is $8 per person. Register at heinzhistorycenter.org/events.
**Hometown-Homegrown: Heinz 150**
Saturday, Oct. 19 | 10 a.m. to 3 p.m.

Heinztoberfest will culminate with a special “Heinz 150” edition of the History Center’s eighth annual Hometown-Homegrown™ food festival, presented in partnership with GoodTaste! Pittsburgh®. Visitors can sample tasty treats with a Heinz-inspired twist from 40+ local vendors, attend live cooking demos, hear from History Center curator and Heinz expert Emily Ruby, and enjoy family-friendly activities throughout the museum. Hometown-Homegrown is included with regular museum admission and is free for History Center members.

**Newest History Center Publication Explores History of Heinz**

Launching this October, “57 Servings from the Heinz Table” by History Center curator Emily Ruby tells the history of the H.J. Heinz Company in 57 engaging stories. The fascinating book features 200 vintage photographs, advertisements, and artifacts from the History Center’s extensive Heinz collection.

“57 Servings from the Heinz Table” will be available at the History Center Museum Shop and online at shop.heinzhistorycenter.org this October.

**Library & Archives to Display Historic Heinz Recipes**

The Detre Library & Archives, located on the History Center’s sixth floor, will display Heinz cookbooks and recipes from its collection throughout the month of October.

In addition, the Library & Archives recently digitized historic issues of “The Pickle,” the Heinz company’s employee newsletter. Issues from 1897 to 1904 are available online for researchers and amateur historians to access.

The History Center houses the largest collection of Heinz artifacts and archival material in the world. The collection is showcased in the 2,700-square-foot Heinz exhibition, one of the museum’s most popular attractions.

For more information on Heinztoberfest, visit heinzhistorycenter.org/heinz.

**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.
Throughout October, the Heinz History Center will present Heinztoberfest, a savory celebration of Heinz’s 150th anniversary featuring public programs, a book launch, and more.

An H.J. Heinz Company delivery truck in front of the courtyard at the main plant in Pittsburgh’s North Side neighborhood in 1918. (Detre Library & Archives, Senator John Heinz History Center)