

Heinz Launches Nationwide Search for [Seriously] Good Spoonfuls

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Today's British foodies thrive on a diet of 24/7 bite-sized chunks of food related programming and entertainment. To celebrate this insatiable appetite for deliciousness, Heinz [Seriously] Good Mayonnaise is launching a nationwide search for the best tasting recipes.

The new mayo is inviting foodie influencers and bloggers across the country to create one seriously good spoonful in its pursuit of the most mouth-watering mouthful.

Judging the tantalising treats is a panel of foodie professionals, comprising renowned food critic William Sitwell and food stylist and blogger Nico Ghirlando. The carefully selected panel has been enlisted to provide a broad array of expertise, from critiquing the nation's top chefs and TV talent to growing an army of foodie followers with inventive presentation and food styling techniques, providing a full spectrum of essential foodie attributes.

Writer, editor, TV presenter and food critic William Sitwell comments: "People are searching for new and exciting ways to express themselves through food, with taste at the epicentre of food experiences and news. This competition is a great way of celebrating this love of food but, most importantly, will reveal inventive and unusual taste combinations to excite us all."

The competition is formed of two key phases. To start, food bloggers and social influencers can submit their recipes online using #heinzseriouslygood, where points are awarded for taste, ingredients used and the story behind their spoonful. Following this, shortlisted entrants will be invited to prepare their spoonfuls in one of two live judging events taking place in September. One national winner will be crowned in October. For full details on how to enter and terms and conditions, visit www.seriouslygoodspoonfuls.co.uk

Food Stylist, photographer and recipe writer Nico Ghirlando comments: "In today's fast-paced world, where everything is at your fingertips, people consume life, news, food and information in bite-size chunks. They want exciting food experiences that fit their lives, without sacrificing on quality or taste. I'm really looking forward to seeing how the nation's foodies get behind this challenge, knocking us out with incredible taste in just one simple mouthful."

The competition forms part of the launch of the new Heinz [Seriously] Good Mayonnaise range. Available since March 2016, the new recipe invites consumers to upgrade their mayonnaise, lifting everyday meals across the country. The new mayo is superbly rich, smooth and creamy, made using simple, high quality ingredients, with absolutely no added colours, flavours or artificial thickeners.

Shireen Hamdy, Senior Brand Manager at Kraft Heinz Company says: "Heinz is really excited to launch Seriously Good Spoonfuls this summer. We hope to see some interesting recipes that use the new deliciously indulgent product by Heinz, in an original way."

Consumers can choose from two varieties, Standard or Light, available in both the Heinz glass jar, with wider mouth and curved edges allowing you to extract more product, creating less waste, and the familiar top down squeeze bottle.

Heinz [Seriously] Good Mayonnaise is stocked at most major supermarkets with RRP's between £1.69 and £3.99[1].

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