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Classico® Pasta Sauces Partners with reCAP® (Mason Jars Company) to Encourage Consumers to Reimagine Uses of Classico® Atlas Mason Jars for Earth Day and Beyond

Classico® is passionate about using the finest ingredients to craft Italian-inspired pasta sauces with a taste that's just like homemade. To retain those rich, authentic flavors, it makes sense that Classico® sauces are stored in glass Mason jars just as you would store your own sauces at home. But once your pasta is sauced and your pizza is tossed, what do you do with your leftover Classico® sauce Mason jar? In the spirit of Earth Day and beyond, Classico® is teaming up with reCAP® to encourage inspiration, passion and creativity for consumers to reimagine their own unique ways of reusing Classico® sauce jars.

"Not only do consumers enjoy Classico® sauces, but also they're finding great value in our jars," said Amber Lynch, Associate Brand Manager. "Classico® sauces have always come in Atlas Mason jars but it wasn't until recently that we saw consumers repurposing our jars for uses ranging from storage containers to drinking glasses, kid-friendly crafts, wedding décor and more. Mason jars are really on-trend right now."

According to *Wall Street Journal*, "The Multitasker: Ball Jar" <http://www.wsj.com/articles/SB10001424127887323723104578187500246283888>, retail sales of Mason jars have recently increased 20%, and 100 million more Mason jars were sold in 2012 than ten years prior. What's more, re-using Mason jars helps contribute to combating the 93% of plastics that end up in U.S. landfills.

"Our lids are sustainable and spill-proof and made in the U.S.A.," said Karen Rzepecki, founder of reCAP®. "While the idea began with salad dressing, customers soon proved reCAP® lids could be used for much, much more. From storing dry goods like popcorn kernels, rice and candy, to transforming a Mason jar into an 'on-the-go' beverage container, customers have discovered endless uses."

ABOUT HEINZ

H.J. Heinz Company, offering "Good Food Every Day,"™ is one of the world's leading marketers and producers of healthy, convenient and affordable foods specializing in ketchup, sauces, meals, soups, snacks and infant nutrition. Heinz provides superior quality, taste and nutrition for all eating occasions whether in the home, restaurants, the office or "on-the-go." Heinz is a global family of leading branded products, including Heinz® Ketchup, sauces, soups, beans, pasta and infant foods (representing over one third of Heinz's total sales), Ore-Ida® potato products, Weight Watchers® Smart Ones® entrees, T.G.I. FRiDAY's® snacks, Classico® sauces and Plasmon® infant nutrition. Heinz is famous for its iconic brands on six continents, showcased by Heinz® Ketchup, The World's Favorite Ketchup®.

ABOUT reCAP®

Under Mason Jars Company, the reCAP® brand designs and manufactures caps and accessories that allow people to reuse Mason jars in unique and creative ways. Launched in 2012, the company was founded by engineer and problem-solving-mom, Karen Rzepecki, who was looking for a solution to pour and store homemade dressing from a Mason jar without the mess. Made in the U.S.A., reCAP® products transform Mason jars into limitless possibilities – from on-the-go drinks and smoothies to pantry storage and organization. Shake, Pour, & Store with The Original reCAP®. Learn more at MasonJars.com.

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