

Heinz University
Web-based Ketchup Training

Level 2 - Module 3
Product Handling at the Operator Level

Written by John Fries

Title Slide

Level 2 - Module 3
Product Handling at the Operator Level

Slide 1

Objectives

In this module you will learn:

- How to keep opened bottles of ketchup looking their best.
- Why an operator should never refill ketchup bottles.
- The proper way for operators to store leftover bulk ketchup.

Narration:

In this module you will learn:

- How to keep opened bottles of tabletop ketchup looking their best.
- Why an operator should never refill ketchup bottles.
- The proper way for operators to store leftover bulk ketchup.

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Tabletop Ketchup

Heinz® Tabletop Ketchup is proudly displayed in numerous foodservice establishments.

- Heinz name brings extra value
- Also sends a clear message of quality.
- Heinz uses only quality ingredients and has extremely high production standards.
- Heinz is the leading brand in retail.
- It's the brand people expect to see on their table when they dine out.

Narration:

Heinz Tabletop Ketchup is proudly displayed in numerous foodservice establishments. Operators know the name Heinz brings extra value and sends a clear message of quality.

Heinz uses only high quality ingredients and has extremely high production standards.

Heinz is the leading brand in retail, and is the brand people expect to see on their tables when they dine out.

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Tabletop Ketchup (continued)

Why should operators keep Heinz Ketchup on the tabletop?

- It makes a great first impression.
- When guests want it, it's there.
- It frees up the wait staff. They don't need to carry bottles or make an extra trip to the server station.
- When other brands are substituted, it makes people wonder where else the restaurant may be cutting corners.

Narration:

Why should operators keep Heinz Ketchup on the tabletop?

For one thing, it makes a great first impression. Also, when guests want it, it's right there.

For the wait staff, it eliminates the need to carry bottles or make an extra trip to the server station.

And, when other brands are substituted, it makes people wonder where else the restaurant may be cutting corners.

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Tabletop Ketchup (continued)

Safety Tips

To preserve the great taste of Heinz Ketchup, and to keep bottles looking their best, operators should follow these simple practices:

- Replace opened bottles of ketchup at least once a week.
- During the week, rotate bottles from low traffic areas to high traffic tabletops.
- Refrigerate opened bottles during non-business hours.
- Wipe bottles and caps daily with a dry, clean paper towel.
- NEVER use a wet or soiled cloth to clean bottles and caps.
- NEVER refill ketchup bottles.
- Use any remaining ketchup in the bottles to flavor barbecue sauce, salsa, soup, chili, meat loaf or other back-of-the-house recipes.

Click here to print a copy of these safety tips for Heinz Tabletop Ketchup.

Narration:

To preserve the great taste of Heinz Ketchup, and to keep bottles looking their best, encourage operators to follow these simple practices:

Replace all opened, partially used bottles of ketchup at least once a week.

During the week, rotate bottles from low traffic areas to high traffic tabletops.

Refrigerate opened bottles during non-business hours.

Wipe bottles and the interior of caps each day with a dry, clean paper towel. NEVER use a wet or soiled cloth, since this can contaminate the ketchup.

NEVER refill ketchup bottles. This can sour the taste of the ketchup and spoil the taste of the food with which it's served.

Use any remaining ketchup in the bottles to flavor barbecue sauce, salsa, soup, chili, meat loaf or other back-of-the-house recipes.

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Refilling

The Heinz Company occasionally receives complaints from actual restaurant customers about refilled bottles of Heinz Ketchup. Among their comments:

- Refilled ketchup bottles reflect poorly on Heinz.
- Refilled bottles look dirty and old.
- My local restaurant serves a generic brand of ketchup in Heinz bottles.
- Refilling ketchup bottles gives you a bad reputation, and I think it's illegal.
- The ketchup exploded all over me.

Narration (simulated customer voices):

I think it is DISGUSTING that restaurants refill the Heinz Ketchup bottles after they are empty. Do you allow this practice? I ate out last night and the waitress admitted they refill the bottles. The bottles look dirty and old, this is a bad reflection on your company if you allow these practices.

In the restaurant where I was eating, I noticed they have dirty looking Heinz Ketchup bottles. I am not sure if they reload the bottles and if so, what product is being served? Do your field reps insure proper service of your products?

There is a restaurant in my area, which serves a generic brand of ketchup in Heinz bottles. I did get the bartender to admit to it. The quality of the ketchup led me to question the quality of your usual Heinz products.

I am a ketchup fanatic and I only like Heinz. I was at a restaurant recently and I knew they weren't serving Heinz but it was a Heinz bottle. They were putting another brand of ketchup in your bottles. I saw a waitress filling them. I told the girl I thought that was illegal and she said go tell Heinz. I said I would. I hate the fact that places do this. It gives a bad reputation to your ketchup."

Your ketchup exploded all over me, and I want to know why this happened. The restaurant already paid to clean my clothing. I am just curious as to how they could let this happen.

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Refilling (continued)

Tabletop bottles of Heinz Ketchup are designed to be single-use packages. When a bottle is empty, or nearly empty, it should be replaced with a fresh, previously unopened bottle of ketchup.

Many restaurant operators don't handle bottles properly. Instead, they continually refill to create the impression of a fresh, just opened bottle.

- Heinz does not recommend refilling ketchup bottles.
- It's an unsanitary and potentially hazardous practice, and patrons don't like it.
- You should never imply that Heinz Company approves of this practice.

Narration:

Tabletop bottles of Heinz Ketchup are designed to be single-use packages. When a bottle is empty, or nearly empty, it should be replaced with a fresh, previously unopened bottle of ketchup.

However, many restaurant operators don't handle bottles properly. Instead, they continually refill bottles to create the impression of a fresh, just-opened bottle of ketchup.

Heinz does not recommend refilling ketchup bottles. It's an unsanitary and potentially hazardous practice. Plus, patrons don't like it.

You should never imply that the Heinz Company approves of this practice.

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Refilling (continued)

Refilling tabletop bottles has been known to:

- Cause ketchup to ferment or spoil.
- Make the ketchup watery.
- Create dark, unsightly layers.
- Ruin the fresh taste of Heinz Ketchup.
- Ruin the taste of the food it is served with.
- Cause the ketchup to spurt out of the bottle, sometimes onto patrons' clothing.
- Result in spilled or wasted ketchup in the back-of-the-house
- Waste time and labor.

Narration:

Refilling tabletop bottles is a bad practice, for several reasons.

It's been known to cause ketchup to ferment or spoil. It can also make the ketchup watery or create dark, unsightly layers in the bottle.

Refilling also ruins the fresh taste of Heinz Ketchup, as well as the taste of the food it's served with.

Often, Ketchup that's been refilled will spurt out of the bottle, sometimes onto a patron's clothes.

Refilling also results in spilled or wasted ketchup in the back-of-the-house, and wasted time and labor.

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Refilling (continued)

Heinz Ketchup has a very high resistance to spoilage.

Two primary microorganisms that cause spoilage in ketchup are **yeast** and **lactobacillus**.

- Yeast is a fungus commonly found in the atmosphere, on environmental surfaces and on raw ingredient materials. On-site bakeries and microbreweries have high amounts of yeast spores in the air.
- Lactobacillus is a type of bacteria.
- Both yeast and lactobacillus are present in abundance on many salad bar ingredients.

Narration:

Heinz Ketchup has a very high resistance to spoilage. This is because of its high solids content and the natural preserving qualities of ingredients such as vinegar and salt. But, even Heinz Ketchup can spoil if contaminated with enough of the right microorganisms.

The two primary microorganisms that cause spoilage in ketchup are yeast and lactobacillus.

Yeast is a type of fungus commonly found in the atmosphere, on environmental surfaces and on raw ingredient materials that come into a foodservice operation. Operations with on-site bakeries and microbreweries have high amounts of yeast spores in the air.

Lactobacillus is a type of bacteria. Both yeast and lactobacillus are present in abundance on many salad and dairy ingredients.

Sometimes, when not all of the refilled bottles are needed at once, operators load the bottles back into their original cases, then return them to a warm storeroom, where fermentation quickly occurs.

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Refilling (continued)

How ketchup becomes contaminated

Pouring ketchup from one bottle to another disperses microorganisms throughout the product.

- These microorganisms won't cause illness, but they will ferment the product and give the ketchup a sour taste.
- The fermentation that takes place produces carbon dioxide.
- This pressure build-up inside the bottle can cause the cap to be blown off, or make the ketchup spurt out of the bottle when the cap is loosened.
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Sometimes, when not all of the refilled bottles are needed at once, operators load the bottles back into their original cases, then return them to a warm storeroom. Then, when the caps begin to blow off, the case of ketchup is returned to the distributor as "bad" product.

Narration:

Pouring ketchup from one bottle to another disperses microorganisms throughout the product. These microorganisms won't cause illness, but they will ferment the product and give the ketchup a sour taste.

The fermentation that takes place produces carbon dioxide. This can create great pressure build-up inside the bottle, causing the cap to blow off. It can also cause ketchup to spurt out of the bottle when the cap is loosened.

Sometimes, when not all of the refilled bottles are needed at once, operators load the bottles back into their original cases, then return them to a warm storeroom. Storing bottles in a warm, dark place accelerates the fermentation and build-up of carbon dioxide. Then, when the caps begin to blow off, the case of ketchup is returned to the distributor as "bad" product.

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Refilling (continued)

Operators refill partially empty bottles by

- Pouring ketchup from one Heinz bottle into another, or
- Using bulk-size packages of ketchup to refill tabletop bottles.

There are even companies that sell equipment to help make refilling easier. These devices range in size and sophistication.

(Show pictures of refilling devices)

- Some are inexpensive plastic connectors that hold one partially empty bottle in place over another.
- There are also elaborate stands that facilitate refilling from bulk packages or allow several partially used bottles to be emptied out at one time.
- These devices retain caked-on ketchup or food particles that are often carried directly into the refilled product.

Narration:

Some operations refill bottles by pouring ketchup from one Heinz bottle into another. Others use bulk-size packages of ketchup to refill partially empty bottles.

There are even companies that sell equipment to help make the refilling process easier. Heinz does not manufacture any of this equipment, nor approve of its use.

These devices come in a variety of sizes and types. Some are inexpensive plastic connectors that hold one partially empty bottle in place over another. There are also more elaborate stands that facilitate refilling from bulk packages, or allow several bottles to be emptied out at one time.

Often these devices aren't closed properly, so they retain caked-on ketchup or food particles that, in turn, are carried directly into the refilled product.

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Refilling (continued)

- Refilling ketchup bottles requires lots of extra time and labor.
- It's also a sloppy procedure that wastes ketchup. Spillage and overfills are common occurrences.
- To make the refilled bottles look presentable, service personnel will frequently use wet or soiled cloths to wipe the mouths of the bottles and inside the caps. This practice can add soapy residue, and even potential spoilage organisms, to the ketchup.
- Sometimes, Heinz-labeled bottles are emptied or even washed with soap and water, then refilled with another brand of ketchup. This constitutes mislabeling and misrepresentation, since Heinz bottles are legally and exclusively reserved for Heinz Ketchup.
- When end-users continually refill bottles, they're adding fresh ketchup to already opened product. This exposes the newer ketchup to fermentation that may already be present in the bottle.

Narration:

Refilling ketchup bottles requires lots of extra time and labor—labor that could be redirected to more important tasks.

It's also a sloppy procedure that wastes ketchup. Spillage and overfills are common occurrences, making it necessary to wipe the bottles after they're refilled.

To make the refilled bottles look presentable, service personnel will frequently use wet or soiled cloths to wipe the mouths of the bottles and inside the caps. This practice can add soapy residue, and even potential spoilage organisms, to the ketchup.

Sometimes, Heinz-labeled bottles are emptied or even washed with soap and water, then refilled with another brand of ketchup. This constitutes mislabeling and misrepresentation, since Heinz bottles are legally and exclusively reserved for Heinz Ketchup.

When end-users continually refill bottles, they're adding fresh ketchup to already opened product. This exposes the newer ketchup to fermentation that may already be present in the bottle.

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Refilling (continued)

Heinz red plastic ketchup bottles with Non-Removable Safety Caps™ were developed to address operators' concerns related to food safety and aesthetics.

- The red plastic bottle is visually appealing--it always looks full.
- Patrons perceive it as a "fresh" bottle of ketchup.
- The Non-removable caps are tamper-proof and eliminate refilling.

Heinz Foodservice offers two varieties of tabletop ketchup in red plastic bottles with non-removable caps:

- 14 oz. Forever Full™ Red Plastic Ketchup (variety 514100)
- 16 oz. Upside Down Easy Squeeze Pak™ Red Plastic Ketchup (variety 004900)

Narration:

Heinz red plastic ketchup bottles with Non-Removable Safety Caps were developed to address operators' concerns related to food safety and aesthetics.

The red plastic bottle is visually appealing because it always looks full. Patrons perceive it as a "fresh" bottle of ketchup.

The non-removable caps make the bottles tamper-proof, and eliminate the problem of operators refilling them.

Heinz Foodservice offers two varieties of tabletop ketchup in red plastic bottles with non-removable caps – 14-ounce Forever Full Red Plastic Ketchup bottles and 16-ounce Upside Down Easy Squeeze Pak Red Plastic Ketchup bottles.

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Refilling (continued)

Handling customer complaints about spoiled ketchup

Operators with recurring ketchup spoilage problems generally refill from one bottle to the next, and never start with all fresh bottles at some point during the week.

If you believe that Heinz Ketchup bottles have been refilled:

- Let the operator know about problems that can occur.
- Explain the correct procedures for handling tabletop varieties of Heinz Ketchup.
- Be courteous and tactful.

If the product that is spoiled appears to be from a factory-sealed package, register the complaint report on Heinzweb—Foodservice—Customer Quality Portal.

Narration:

How should you handle customer complaints about spoiled ketchup?

Operators with recurring ketchup spoilage problems are generally those that continually refill from one bottle to the next. They almost never start with all fresh bottles at some point during the week.

If you believe that an operator's Heinz Ketchup bottles have been refilled, let the operator know about potential problems that can, and likely will, occur. Explain the correct procedures for handling tabletop varieties of Heinz Ketchup. Be courteous and tactful.

If the product that is spoiled appears to be from a factory-sealed package, report the customer complaint. Go online to Heinzweb, click on Foodservice, then Customer Quality. You'll find a complaint form there with instructions for registering the complaint.

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Refilling (continued)

Summary

The top ten reasons why operators should never refill ketchup bottles:

Might want to do this 10 to one, Letterman style, with reasons appearing as they're narrated)

- 1.) New bottles have the freshest and best tasting ketchup.
- 2.) New bottles make the best first impression.
- 3.) Refilling bottles is unsanitary and unnecessary.
- 4.) Refilling can cause ketchup to spoil.
- 5.) Spoiled ketchup can damage the flavor of the food it is served with.
- 6.) When using bulk ketchup, refilling results in spilled and wasted product.
- 7.) Refilling is time consuming!
- 8.) It is a messy job and employees try to avoid it.
- 9.) Labor wasted on refilling cancels out any cost savings.
- 10.) You can't fool customers! They can recognize a refilled bottle especially when it's NOT filled with Heinz.

Click here to print this flyer for your operator.

Narration:

To summarize, here are the top ten reasons why operators should not refill ketchup bottles:

- Number one - New bottles have the freshest and best tasting ketchup.
Number two - New bottles make the best first impression.
Number three - Refilling bottles is unsanitary and unnecessary.
Number four - Refilling can cause ketchup to spoil.
Number five - Spoiled ketchup can damage the flavor of the food it's served with.
Number six - When using bulk ketchup, refilling results in spilled and wasted product.
Number seven - Refilling is time consuming!
Number eight - It is a messy job and employees try to avoid it.
Number nine - Labor wasted on refilling cancels out any cost savings.
- ...and Number ten - You can't fool customers! They can recognize a refilled bottle especially when it's NOT filled with Heinz.

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Storing Leftover Bulk Ketchup

To optimize product quality, it's important that leftover bulk ketchup be properly stored.

The information that follows will outline proper storage procedures for all the bulk varieties of Heinz® Tomato Ketchup:

- 76 oz. Plastic Bottle
- #10 Cans
- #10 Pour, Store and Pump Jug
- #10 Pouch Pack
- Dispenser Pack
- Vol-Pak®

Narration:

To optimize the quality of the bulk varieties of Heinz Tomato Ketchup, it's important that leftover ketchup be properly stored.

The following screens will outline proper storage procedures for all the bulk varieties of Heinz ketchup. They include seventy-six ounce bottles, number ten cans, number ten pour, store and pump jugs, number ten pouch packs as well as dispenser packs and vol-paks..

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Storing Leftover Bulk Ketchup (continued)

76 oz. Plastic Bottle

- Store leftover ketchup right in the bottle. No need to transfer to another container.
- Several times a day, wipe the bottle and the cap with a clean, dry paper towel.
- During closed or non-business hours, close the cap and refrigerate the bottle.
- Leftover ketchup should be used within seven days.

Narration:

Leftover ketchup can be stored right in the seventy-six ounce bottle. There's no need to transfer it to another container. Several times a day, just wipe the bottle and the cap with a clean, dry paper towel to remove any ketchup from the outside.

Also, during closed or non-business hours, close the cap and store the bottle in the refrigerator.

Leftover ketchup should be used within seven days.

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Storing Leftover Bulk Ketchup (continued)

#10 Can

- Transfer unused ketchup to a glass, ceramic or non-reactive metal container.
- Cover the container with a lid or plastic wrap. Do not use foil – the acidity of the product will react with the foil and cause tiny pinholes to form in the foil covering.
- Unused #10 ketchup can also be transferred to plastic food storage bags.
- Refrigerate and use leftover ketchup within seven days.

Narration:

Leftover bulk ketchup should not be stored in a number ten can.

Instead, transfer unused ketchup to a glass, ceramic or non-reactive metal container. Then, cover the container with a lid or plastic wrap.

Do not cover the container with aluminum foil. The ketchup's acidity will react with the foil and cause tiny pinholes to form.

Another option is to store unused ketchup in plastic food storage bags. Then refrigerate.

Make sure the leftover ketchup is used within seven days.

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Storing Leftover Bulk Ketchup (continued)

#10 Pour, Store and Pump Jug

- There's no need to transfer leftover ketchup from the #10 jug.
- Wipe the container with a clean, dry paper towel to remove any ketchup on the outside of the container.
- Check to make sure the lid is tight and refrigerate when not in use.
- Leftover ketchup should be used within seven days.

Narration:

There's no need to transfer leftover ketchup from the number ten jug. To store it, simply wipe the container with a clean, dry paper towel to remove any ketchup on the outside of the container. Check to make sure the lid is tight. Then refrigerate.

Make sure the leftover ketchup is used within seven days.

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Storing Leftover Bulk Ketchup (continued)

#10 Pouch Pack

- Leftover ketchup may be stored right in the pouch.
- Stand the pouch upright.
- Clip or roll the open end to prevent air from getting in.
- Place in the refrigerator.
- Leftover ketchup should be used within seven days.

Narration:

To store leftover ketchup in #10 Pouch Pack, just stand the pouch upright, clip or roll the open end to prevent air from getting in and place in the refrigerator.

Make sure the leftover ketchup is used within seven days.

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Storing Leftover Bulk Ketchup (continued)

Dispenser Pack

- An opened bag of Heinz Dispenser Pack Ketchup can remain in the dispensing unit at room temperature for up to seven days.
- The system must be properly cleaned and maintained, and not subject to contamination while in use.
- If the product is not completely used up within that time, it should be discarded.

Narration:

Because the Heinz dispenser pack system is airtight, an opened bag of ketchup can remain in the unit for up to 7 days at room temperature.

During this time, the system must be properly cleaned and maintained, and not subject to contamination while in use.

Any product not completely used up within seven days should be discarded.

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Storing Leftover Bulk Ketchup (continued)

Vol-Pak Bag

- An opened Vol-Pak bag of Heinz Ketchup can be stored at room temperature for up to two days.
- If the product is not completely used within two days, refrigerate the Vol-Pak.
- Then, the remaining ketchup should be used up within five days.
- When a Vol-Pak bag is connected to the Heinz Smart Choice™ Pump, the product can remain in the dispensing unit at room temperature for up to seven days.

Narration:

Once a Vol-Pak of Heinz Ketchup is opened, it can be stored at room temperature for up to two days.

If the product is not completely used within two days, place the Vol-Pak in the refrigerator. The remaining ketchup in the pack should be used up within five days.

Like the dispenser pack, Vol-Pak in the Heinz Smart Choice pump can remain in the unit at room temperature for up to seven days.

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Summary

The two most important points to remember from this module are:

- When a few simple rules are followed, it is easy for operators to keep Heinz Ketchup safe and fresh for their customers.
- Heinz does not approve of the refilling of ketchup bottles, and customers should be educated about the reasons why.

Narration:

The two most important points to remember from this module are:

When a few simple rules are followed, it is easy for operators to keep Heinz Ketchup safe and fresh for their customers.

And -- Heinz does not approve of the refilling of ketchup bottles. Customers should be educated about the reasons why.

Level 2 -- Module 3
Product Handling at the Operator Level
Quiz Questions

Note: Correct answers are in bold. Please do not bold them in the finished product.

- 1.) Wiping tabletop ketchup bottles and caps daily with a wet cloth is a good practice.
 - True
 - **False**

- 2.) Which of the following is not a likely outcome from refilling ketchup bottles?
 - The taste of the ketchup is ruined.
 - The ketchup is watery with dark layers.
 - **A child gets sick from eating the ketchup.**
 - Time and labor are wasted by the operator.

- 3.) Which of the following microorganisms typically causes spoilage in ketchup?
 - Listeria
 - **Lactobacillus**
 - Salmonella
 - Bacillus cereus

- 4.) Leftover Pouch Pack Ketchup does not need to be transferred to another container for storage.
 - **True**
 - False

- 5.) An opened bag of Heinz Dispenser Pack Ketchup can remain in an operation, at room temperature, for up to ____ days.
 - 2
 - 3
 - **7**
 - 10

- 6.) A bag of Vol-Pak Ketchup loaded into the Heinz Smart Choice Dispenser can be stored at room temperature for up to:
 - **2 days**
 - 5 days
 - 1 week
 - 2 weeks

- 7.) Which of the following tabletop ketchup varieties has a non-removable cap?
 - 14 oz. Glass Bottle
 - **14 oz. Forever Full Red Plastic Bottle**
 - 14 oz. Clear Plastic Bottle
 - 20 oz. Clear Plastic Bottle

- 8.) If properly stored, how long can leftover #10 ketchup be kept in the refrigerator?

- 2 days
- 3 days
- **7 days**
- 10 days

9.) After transferring leftover ketchup from a #10 can to a plastic storage container, cover the container with aluminum foil before refrigerating.

- True
- **False**

10.) How often should tabletop bottles of ketchup be changed within an operation?

- Every day
- Every 2 days
- Once a week
- Once a month