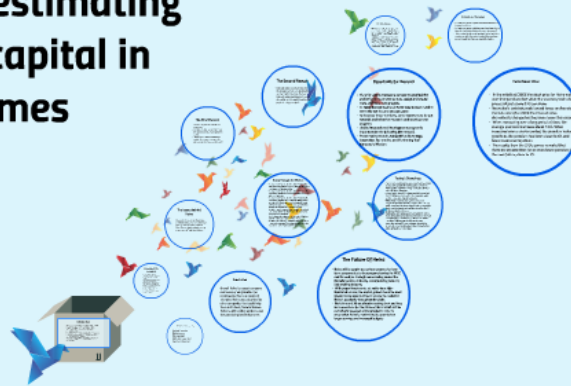


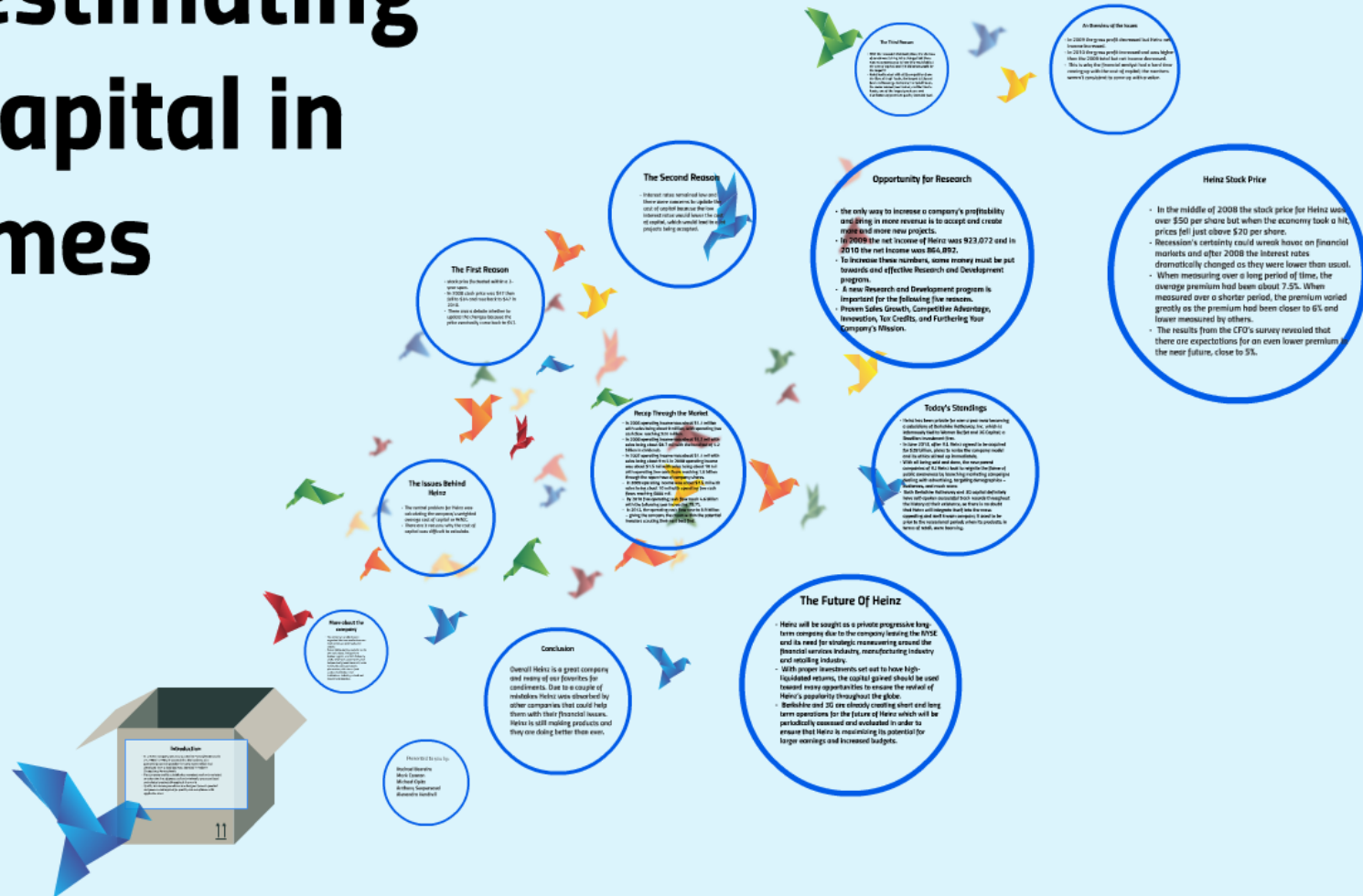
# H. J. Heinz: estimating the cost of capital in uncertain times

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# Introduction

- **H. J. Heinz Company was incorporated in Pennsylvania on July 27, 1900. In 1905, it succeeded to the business of a partnership operating under the same name which had developed from a food business founded in 1869 in Sharpsburg, Pennsylvania**
- **The company and its subsidiaries manufactured and marketed an extensive line of processed and minimally processed food and related products throughout the world.**
- **Quality assurance procedures are designed for each product and process and applied for quality and compliance with applicable laws.**



# **More about the company**

- **The company's products were organized into two core businesses: meal enhancers and meals and snacks.**
- **Heinz distributed its products via its own sales force, independent brokers, agents, and distributors to chain, wholesale, cooperative, and independent grocery accounts; mass merchants and superstores; pharmacies; club stores; food service distributors; and institutions, including schools and government agencies.**