

Heinz-Kraft merger forms new food giant

Heinz is to buy 51% of Kraft in a deal brokered by Warren Buffett and the Brazilian-based private equity company 3G. The new Kraft Heinz Company will have combined revenues of \$28 billion



◀ **Warren Buffett:** Berkshire Hathaway Chairman and CEO
Alex Behring: New chairman of Kraft Heinz, existing Heinz chairman and partner at 3G ▶



■ **Heinz:** Acquired by 3G-Buffett partnership for \$23.2 billion in 2013

■ **Kraft Heinz Company:** Will be third-largest food and beverage company in North America and fifth-largest worldwide

■ **Deal:** Kraft shareholders to get \$10 billion special dividend – \$16.50 per share

■ **Savings:** \$1.5 billion in annual cost savings by 2017

■ **Brands:** Portfolio includes Heinz's signature *tomato ketchup* and Kraft's *Philadelphia Cream Cheese* and *Planters* snacks

■ Vice-chairman will be **John Cahill**, current Kraft chairman. CEO will be **Bernardo Jeess**, Heinz's current CEO