



Contacts: Michael Mullen (media) Christopher Jakubik, CFA (investors)
Michael.Mullen@kraftheinzcompany.com ir@kraftheinzcompany.com

THE KRAFT HEINZ COMPANY ANNOUNCES INCREASE TO QUARTERLY DIVIDEND

PITTSBURGH & CHICAGO – Aug. 4, 2016 – The Kraft Heinz Company (NASDAQ: KHC) today announced that its Board of Directors approved an increase in the company's quarterly dividend to \$0.60 per share of common stock, an increase of approximately 4.3 percent versus the prior rate of \$0.575 per share. This dividend is payable on October 7, 2016 to shareholders of record as of August 26, 2016.

ABOUT THE KRAFT HEINZ COMPANY

The Kraft Heinz Company (NASDAQ: KHC) is the fifth-largest food and beverage company in the world. A globally trusted producer of delicious foods, The Kraft Heinz Company provides high quality, great taste and nutrition for all eating occasions whether at home, in restaurants or on the go. The Company's iconic brands include *Kraft*, *Heinz*, *ABC*, *Capri Sun*, *Classico*, *Jell-O*, *Kool-Aid*, *Lunchables*, *Maxwell House*, *Ore-Ida*, *Oscar Mayer*, *Philadelphia*, *Planters*, *Plasmon*, *Quero*, *Weight Watchers Smart Ones* and *Velveeta*. The Kraft Heinz Company is dedicated to the sustainable health of our people, our planet and our Company. For more information, visit www.kraftheinzcompany.com.