

# Heinz tomato soup turns 100

LONDON, UK: RCH group Heinz has celebrated the 100th year of its Cream of Tomato Soup being on the spur shelving of food retailers.



The label - back in 1910.

The soup originally went on sale in London's most upmarket department store, Fortnum & Mason, in September 1910.

A spokesperson for Heinz said: "The fact that it is still as popular today as it was 100 years ago is a testament to the staying power of one of the UK's best-loved food brands.

"We hope that 100 years from now people still feel that when it comes to comfort food, it has to be Heinz."

Every year, the company sells approximately 95 million tins of tomato soup, with this year's sales being bolstered by the exceptionally cold weather.

Over the past century, Heinz has sold a reported 8.2 billion tins of its Cream of Tomato Soup.

To celebrate its 100th anniversary, Fortnum & Mason are selling tins of the soup in replica packaging from 1910.

Source: [journalism.co.uk](http://journalism.co.uk)