Summary: Heinz (H.J.) Co. Apr 04

Description: Abstract
The ratings on H.J. Heinz Co. reflect its broad and strong portfolio of branded products, its geographic diversity, and its participation in the relatively stable packaged and processed food industry. These factors are somewhat offset by the company's aggressively leveraged balance sheet following several debt-financed acquisitions and by the numerous restructuring initiatives the company has implemented during the past few years. Heinz is a worldwide supplier of processed food products. Its major brands include Heinz, Ore-Ida, Boston Market, Smart Ones, and Classic, and the company's recent acquisitions of other brands have been key to its growth. In North America, Heinz's goal is to enhance its position in its existing product categories or those related to them. In addition, the company...

Companies mentioned in this report are:
- Kraft Heinz Foods Company

Action: Review

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This product consists of a Summary Analysis: Bi-annual (at least). An abbreviated analysis containing Standard & Poor's issuer credit ratings as of the time the article was published. The analysis includes a rating rationale - the basis on which the rating was assigned - and an outlook section if the issuer is not on CreditWatch. Financial statistics are not included.

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