

Catch Up On Ketchup

History

Ketchup is not always used to refer to what we know as ketchup. It has not even always been made with tomatoes. The most popular theory is that the word *ketchup* is derived from the Chinese word *koechiap* which basically means the brine of pickled fish or shellfish. In the late 17th century, this *koechiap* arrived in England where it was translated as *catchup*, and eventually *ketchup*. This is the name that has stuck and the ketchup is popular throughout the world.

What about Heinz?

Henry J. Heinz began making ketchup in 1876. The original recipe is still used today. He was not the first one to make ketchup with tomatoes though. Tomatoes are native to the Andes, and were brought back to Europe in the early 1500's by a group of Spanish Conquistadores. However, his ketchup is the most popular with a 56.7% share of the ketchup market. H.J. Heinz picked the term "57 Varieties" simply because he thought 57 sounded good and he made it a goal to come up with 57 different products. There are now almost 400 different Heinz varieties.



Interesting Facts

- Ketchup is used more than any other condiment in the United States.
- It can be found in 97% of all kitchens in the United States.
- Children under the age of 13 consume 50% more ketchup than people in other age groups.
- Each person eats about 3 bottles of ketchup per year.
- Four tablespoons of ketchup, the average amount eaten with an order of fries, has the same nutritional value as an entire ripe tomato.
- In 1992
 1. Ketchup sales totaled \$723 million.
 2. The average price of a quart of ketchup was \$1.16.
 3. The average price of a quart of salsa was \$5.50.
- Similar to wines, there are good years and bad years for ketchup, depending on how sweet and flavorful the tomatoes are.
- Heinz has a 55% market share. Hunt's has a 19% share. Del Monte lags with a 9% share. All other generic and private brands add up to 17%.
- The sum total of gourmet and regional ketchup reaches 2%.