

Kraft Heinz completes acquisition of Primal Kitchen

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Primal Kitchen will join Kraft Heinz under Springboard, which is Kraft Heinz's dynamic platform created to partner with founders and brands that will disrupt the food industry.



The Kraft Heinz Company recently announced that it has completed the acquisition of Primal Nutrition, LLC, makers of Primal Kitchen branded products.

Primal Kitchen will join Kraft Heinz under Springboard, which is Kraft Heinz's dynamic platform created to partner with founders and brands that will disrupt the food industry. Leveraging Kraft Heinz's assets and infrastructure, Primal Kitchen will operate as an autonomous company and continue to be led by its current leadership team. Its headquarters will remain in Oxnard, California.

"Primal Kitchen is an authentic, premium and growing brand that complements our core Condiments & Sauces categories," said Paulo Basilio, U.S. Zone President for Kraft Heinz. "We are excited to partner with the Company's strong team to drive growth across multiple categories and reach more consumers looking for these amazing products."

Mark Sisson, Co-Founder of Primal Kitchen said, "Kraft Heinz recognizes the value of our Primal Kitchen mission and the consumer demand for it. This philosophy will stay with us as we leverage the resources of this new partnership to reach millions more of the consumers who have been seeking products like ours for years."