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## HELLMANN'S® MAKES UP FOR LOST MAYO WITH NEW SQUEEZE BOTTLE DESIGNED TO HELP AMERICA SQUEEZE MORE OUT

*Superior Squeeze Experience Promises Less Waste, Less Mess and More Control*

**ENGLEWOOD CLIFFS, N.J., March 11, 2015** – In 2014, Hellmann's discovered Americans missed out on more than 1,000 pounds of Hellmann's Mayonnaise, which was trapped inside squeeze bottles. That's 38,400 savory bites of 32,000 BLTs<sup>1</sup> that were lost! Now the shaking, banging and mess that comes from trying to squeeze out the last drops has finally come to an end. Hellmann's is eradicating mayo lovers' frustrations with a new-and-improved squeeze bottle that is designed to squeeze more out with less waste, less mess and more control.

The innovative new bottle comes with three main improvements for a better squeeze experience:

- **Precision Tip:** The angled tip enables more control and better precision so mayonnaise dispenses where you want it.
- **Clean-lock Cap:** With a new customized cap that stays clean, there's no need to worry about messy surprises when opening and closing the bottle.
- **Sleek, New Design:** The improved bottle design offers ease of use with proprietary technology that helps squeeze more mayonnaise out than ever before.

"The Hellmann's consumer loves mayonnaise, and they depend on us to deliver delicious taste, so we want to make sure they're able to enjoy every last drop," said Russel Lilly, Marketing Director at Hellmann's. "The new Hellmann's squeeze is unlike any other squeeze bottle on the market. It is designed not only to satisfy our consumers' taste buds, but also to make sure they don't miss a bite."

The new Hellmann's squeeze bottle is now available at select grocery stores nationwide. Hellmann's Real Mayonnaise, Hellmann's Light Mayonnaise, and Hellmann's with Olive Oil Mayonnaise Dressing are available in 11.5 oz., 20 oz. and 25 oz. bottle options.

For more information, recipes and tips, visit [www.Hellmanns.com](http://www.Hellmanns.com).

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<sup>1</sup>Source: Takes an average of 12 bites to eat a BLT sandwich, recipe, <http://www.hellmanns.com/recipes/detail/44333/1/classic-blt>

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