

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

SCHEDULE 14A INFORMATION

Proxy Statement Pursuant to Section 14(a) of
the Securities Exchange Act of 1934 (Amendment No.)

Filed by the Registrant ☒

Filed by a Party other than the Registrant ☐

Check the appropriate box:

- ☐ Preliminary Proxy Statement
- ☐ Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))
- ☐ Definitive Proxy Statement
- ☒ Definitive Additional Materials
- ☐ Soliciting Material Pursuant to §240.14a-12

The Kraft Heinz Company

(Name of Registrant as Specified In Its Charter)

(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

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- ☒ No fee required.
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- (1) Amount Previously Paid:
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- (3) Filing Party:
- (4) Date Filed:

The Kraft Heinz Company

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April 17, 2017

The Kraft Heinz Company (“Kraft Heinz”) is updating information set forth in its definitive proxy statement, dated March 3, 2017, for its April 19, 2017 Annual Meeting of Stockholders (the “Annual Meeting”). On March 21, 2017, Kraft Heinz announced its expanded commitment to corporate social responsibility (“CSR”) through a number of sustainability targets intended to protect the planet and benefit people and society. In light of this announcement and discussions with Kraft Heinz’s management, the proponents of Item 4 (Proposal Related to Sustainability Reporting) have withdrawn their proposal. Consequently, the proposal (Item 4 in the definitive proxy statement and on the proxy card) will not be presented for a vote at our Annual Meeting.