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**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

**KraftHeinz**  
**The Kraft Heinz Company**

(Name of Registrant as Specified In Its Charter)

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

Payment of Filing Fee (Check the appropriate box):

- No fee required.
  - Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.
    - (1) Title of each class of securities to which transaction applies:
    - (2) Aggregate number of securities to which transaction applies:
    - (3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined):
    - (4) Proposed maximum aggregate value of transaction:
    - (5) Total fee paid:
  - Fee paid previously with preliminary materials.
  - Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.
    - (1) Amount Previously Paid:
    - (2) Form, Schedule or Registration Statement No.:
    - (3) Filing Party:
    - (4) Date Filed:
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THE KRAFT HEINZ COMPANY  
200 EAST RANDOLPH ST.  
SUITE 7600  
CHICAGO, IL 60601

# Your **Vote** Counts!

## THE KRAFT HEINZ COMPANY

2021 Annual Meeting – May 6, 2021  
Vote by 11:59 p.m. Eastern Time on May 5, 2021.  
For shares held in a Kraft Heinz retirement plan account,  
vote by 11:59 p.m. Eastern Time on May 3, 2021.



D35171-Z78960-P48719

## You invested in THE KRAFT HEINZ COMPANY and it's time to vote!

You have the right to vote on proposals being presented at the 2021 Annual Meeting of Stockholders ("Annual Meeting"). **This is an important notice regarding the availability of proxy materials for the Annual Meeting, to be held on Thursday, May 6, 2021.**

### Get informed before you vote

View the Notice of Annual Meeting, 2021 Proxy Statement, and 2020 Annual Report on Form 10-K online OR you can receive a free paper or email copy of the proxy materials by requesting prior to April 22, 2021. If you would like to view the proxy materials online, have the control number that is printed in the box below and go to [www.proxyvote.com](http://www.proxyvote.com). If you would like to request a paper or email copy of the proxy materials for this and/or future stockholder meetings, you may (1) visit [www.proxyvote.com](http://www.proxyvote.com), (2) call 1-800-579-1639, or (3) send a blank email to [sendmaterial@proxyvote.com](mailto:sendmaterial@proxyvote.com) with your control number (indicated below) in the subject line. There is no charge for requesting a copy. Unless requested, you will not otherwise receive a paper or email copy.



For complete information and to vote, visit [www.proxyvote.com](http://www.proxyvote.com)\*

Control #

### Smartphone Users

Point your camera here and  
vote without entering a  
control number



### Vote Virtually at the Meeting

May 6, 2021  
11:00 a.m. Eastern Time

At: [www.virtualshareholdermeeting.com/KHC2021](http://www.virtualshareholdermeeting.com/KHC2021)

The Annual Meeting will be held via live webcast. To attend, have the control number that is printed in the box above, go to [www.virtualshareholdermeeting.com/KHC2021](http://www.virtualshareholdermeeting.com/KHC2021), and follow the instructions.

\*You can also vote by mail by requesting a paper copy of the proxy materials, which includes a proxy card.

## THIS IS NOT A VOTABLE BALLOT

This is an overview of the complete proxy materials that are available to you on the Internet. You may view the proxy materials online at [ir.kraftheinzcompany.com/proxy](http://ir.kraftheinzcompany.com/proxy), scan the QR Barcode on the reverse side, or request a paper or email copy. We encourage you to access and review all of the important information contained in the proxy materials before voting.

| Voting Items<br>Company Proposals  | Board<br>Recommends |
|--|---------------------|
| 1. Election of Directors:  |                     |
| 1a. Gregory E. Abel  | ✓ For               |
| 1b. Alexandre Behring  | ✓ For               |
| 1c. John T. Cahill   | ✓ For               |
| 1d. João M. Castro-Neves   | ✓ For               |
| 1e. Lori Dickerson Fouché  | ✓ For               |
| 1f. Timothy Kenesey  | ✓ For               |
| 1g. Elio Leoni Sceti   | ✓ For               |
| 1h. Susan Mulder   | ✓ For               |
| 1i. Miguel Patricio  | ✓ For               |
| 1j. John C. Pope   | ✓ For               |
| 1k. Alexandre Van Damme  | ✓ For               |
| 2. Advisory vote to approve executive compensation.  | ✓ For               |
| 3. Ratification of the selection of PricewaterhouseCoopers LLP as our independent auditors for 2021. | ✓ For               |

The proxies are authorized to vote, in their discretion, on any other matters that may come before the Annual Meeting or any adjournment or postponement thereof.

Prefer to receive an email instead? While voting on [www.proxyvote.com](http://www.proxyvote.com), be sure to click "Sign up for E-delivery."