

SECURITIES AND EXCHANGE COMMISSION

FORM 3

Filing Date: **2013-01-11** | Period of Report: **2013-01-01**
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REPORTING OWNER

MOISON FRANCK J

CIK: [1227252](#)

Type: **3** | Act: **34** | File No.: [001-03385](#) | Film No.: **13525964**

Mailing Address
C/O COLGATE PALMOLIVE
CO
300 PARK AVE 15TH FL
NEW YORK NY 10022

ISSUER

HEINZ H J CO

CIK: [46640](#) | IRS No.: **250542520** | State of Incorporation: **PA** | Fiscal Year End: **0430**
SIC: **2030** Canned, frozen & preservd fruit, veg & food specialties

Mailing Address
P O BOX 57
P O BOX 57
PITTSBURGH PA 15230

Business Address
1 PPG PLACE
SUITE 3100
PITTSBURGH PA 15222-5448
4124565700

FORM 3

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

OMB APPROVAL	
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**INITIAL STATEMENT OF BENEFICIAL
OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person <u>MOISON FRANCK J</u> (Last) (First) (Middle) <u>H. J. HEINZ COMPANY, P.O. BOX 57</u> (Street) <u>PITTSBURGH, PA 15230</u> (City) (State) (Zip)	2. Date of Event Requiring Statement (Month/Day/Year) <u>01/01/2013</u>	3. Issuer Name and Ticker or Trading Symbol <u>HEINZ H J CO [HNZ]</u>	
		4. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below)	5. If Amendment, Date Original Filed (Month/Day/Year) 6. Individual or Joint/Group Filing (Check applicable line) <input checked="" type="checkbox"/> Form Filed by One Reporting Person <input type="checkbox"/> Form Filed by More than One Reporting Person

Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
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Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)		3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)		4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares			

Signatures

/s/ Patrick J. Guinee, Attorney-in-Fact for Franck J. Moison
 ** Signature of Reporting Person

01/11/2013
 Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.

POWER OF ATTORNEY

By this Power of Attorney given this 11th day of January, 2013, Franck J. Moison, an individual residing at 1148 Fifth Avenue, 11D, New York, NY 10128, authorizes Theodore N. Bobby, Esquire, Executive Vice President, General Counsel & Corporate Secretary of H. J. Heinz Company and Patrick J. Guinee, Esquire, Vice President – Corporate Governance & Securities of H. J. Heinz Company, a Pennsylvania corporation with offices located at One PPG Place, Suite 3100, Pittsburgh, Pennsylvania (collectively, the “Attorneys,” and each, individually, the “Attorney”), to perform the following on my behalf:

To prepare, execute, and file on my behalf all Forms 3, 4, and 5, and amendments thereto, necessary or appropriate to comply with Section 16 of the Securities Exchange Act of 1934 (the “Act”) and the rules and regulations promulgated pursuant to the Act.

This Power of Attorney is valid until revoked by me.

I acknowledge that the Attorneys, in serving in such capacity at my request, are not assuming, nor is H. J. Heinz Company assuming, any of my responsibilities to comply with Section 16 of the *Securities Exchange Act of 1934*.

/s/ Franck J. Moison

Franck J. Moison