Inside Kraft Heinz's Long-Term Strategy for Web3

After about a year of laying the groundwork for its presence in cryptocurrency-adjacent technology, Kraft Heinz is the latest big brand to unveil a strategy around what proponents bill as the next iteration of the internet, Web3.

The food conglomerate is kicking off what it says will be a long-term plan for the space with a set of non-fungible tokens (NFTs) in the image of an Oscar Mayer Wiener Whistle that will be distributed at "meat-ups" online and in-person at Miami's Art Basel event this week, which will also feature appearances by the Wienermobile.



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