

# Heinz Sells Mayo With Homosexual Kiss

TV ad includes deli man as 'mum,' smooch before work

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***Note from Pastor Kevin Lea follows this article.***

Perhaps the Heinz Corporation is attempting to define one of its 57 varieties.

An advertisement run on British television for the company's New York Deli Mayo featured a man who children called "mum," a kiss between two men and the closing words – from one man to another – "Love ya! Straight home from work, sweet cheeks."

After receiving a reported 200 complaints about the commercial, Heinz pulled the ad from the airwaves, less than a week into its expected five-week run.

Nigel Dickie, the Heinz UK director of corporate affairs, told the London Times, "We recognize that some consumers raised concerns over the content of the ad and this prompted our decision to withdraw it." "The advertisement, part of a short-run campaign, was intended to be humorous and we apologize to anyone who felt offended," he said.

The commercial (which you can see below) features a man in a white apron and deli hat making school lunches behind the kitchen counter for children who call him "mum." When the "father" in the family starts to leave for work, the deli man calls him back in a thick, New York accent with the words, "Hey! Ain't you forgetting something?"

The other man returns, and the two share a quick kiss.

Whether the advertisement was meant to depict a homosexual household, or simply the company's implication that using the product is like having a New York deli man in your kitchen, remains a water cooler mystery.

Guests on Bill O'Reilly's Fox News Channel program laughed, saying the company was just "having fun with some gender blending" and warning not to read any agenda into the ad. O'Reilly disagreed, insisting, "It was obviously a gay thing."

The guests agreed, however, that a commercial like this was unlikely to appear in the U.S., where people would definitely perceive a homosexual implication.

While America is embroiled on controversy over homosexuality and 'gay' marriage after recent court rulings in California, in Britain, where the commercial was aired, nationwide civil union laws have been in effect since passage of the Civil Partnership Act of 2004, which grants rights to homosexual couples in areas such as employment, pensions, social security, property and housing but does not officially recognize homosexual partnerships as marriages.

In the first nine months after the act went into effect in December 2005, Britain registered more than 15,000 legally recognized homosexual partnerships.

Heinz has not commented on whether the advertisement was meant to portray homosexual mores or simply ironic humor, and Britain's Advertising Standards Authority has not yet decided whether to launch an investigation into the ad's potential violation of decency standards.

Though complaints were registered that the commercial was unsuitable for children to view, the ad would have been banned from running during children's television programming because of UK laws that restrict commercials for products high in fat, salt and sugar.

The advertisement, generated by an agency called AMV BBDO, was the first created after the company won a £10 million advertising contract with Heinz earlier this year.

*Note from Pastor Kevin Lea: After reading this article and watching the actual add on YouTube, I had to go to the Lord Jesus for comfort because I was so grieved with what has happened to us. The Western World has fallen so far from the truth. Several decades ago England was leading the nations in sending missionaries all over the world to spread the gospel of Jesus Christ. Then they started turning away from the truth and embraced the comfortable western life along with all its vices as they became lovers of pleasures rather than lovers of God. Now the decay has reached the point that this advertising agency felt like they could help Heinz sell mayonnaise by showing homosexual men kissing one other goodbye (after sending "their" children off to school with their mayonnaise laced sandwiches).*

*America is not far behind Britain and other European countries in the spiritual and moral decay, but praise God there was enough of an outcry here that Heinz pulled the add in Great Britain. I also felt that the Lord Jesus wanted me to do something so on June 26, 08, I called Heinz (800-255-5750). I voiced my concern that it is foolish to be a company trying to market healthy foods using an advertisement that glorified a filthy lifestyle that takes decades off the average lifespan of homosexual males ([http://theroadtoemmaus.org/RdLb/22SxSo/PnSx/HSx/hosx\\_lifspn.htm](http://theroadtoemmaus.org/RdLb/22SxSo/PnSx/HSx/hosx_lifspn.htm)). I also reminded them that history is very clear that countries or empires of the past that embraced the homosexual lifestyle were soon afterward destroyed through internal rot. Although it didn't come up in our conversation, the national destruction is a result of the promised judgment of God upon the abomination of the homosexual lifestyle which is an affront to God's design for man and woman as He originally created them (Genesis 18-19, Leviticus*

*18, 20, 26, Deuteronomy 7, 28, Judges 19, Romans 1, 1 Corinthians 6:9-10, Revelation 21:8).*

*So why would someone want to buy food from a company that glorifies a filthy lifestyles that is more destructive to human health than smoking, obesity, drinking, drugs etc.? Not me, especially since it also will lead to the destruction of my country?*

*According to the word of God, the world is headed for a final rebellion against God and His laws. Therefore, we can anticipate that the homosexual agenda (along with the other aspects of man's rebellion against God) will continue to succeed in deceiving the masses, ultimately leading to the Great Tribulation prophesied in the book of Revelation. But while we are here, God commands His people to be salt and light. I encourage the Christian reader to also contact and warn Heinz and other companies that have been taken over by those who see these corporations as a soap box for promoting their destructive agenda. Maybe some will heed the warning and refrain from jumping into judgment.*

*Matt 5:13 "You are the salt of the earth; but if the salt loses its flavor, how shall it be seasoned? It is then good for nothing but to be thrown out and trampled underfoot by men. (NKJ)*