

Campbell's

BUILD
A
BOWL™

Innovative Solutions for **Healthcare Retail Operations**



Buffalo Chicken Soup

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What is *Campbell's® Build-A-Bowl™*?

Introducing *Campbell's Build-A-Bowl*, an easy and profitable way to satisfy patron cravings for feel-good meals that are also customizable.

This guide will show you how to easily set up a *Build-A-Bowl* station as well as increase sales and profitability using on-hand ingredients with **Campbell's® Healthy Request®** 50-oz soups and **Swanson®** broths. Suggestions for implementing these recipes for patient menus are also included.

With *Campbell's Build-A-Bowl*, patrons enjoy the freedom to create their own soup flavors by choosing which ingredients they want added to their soup.



Why *Build-A-Bowl*™?



Choice, control and variety.

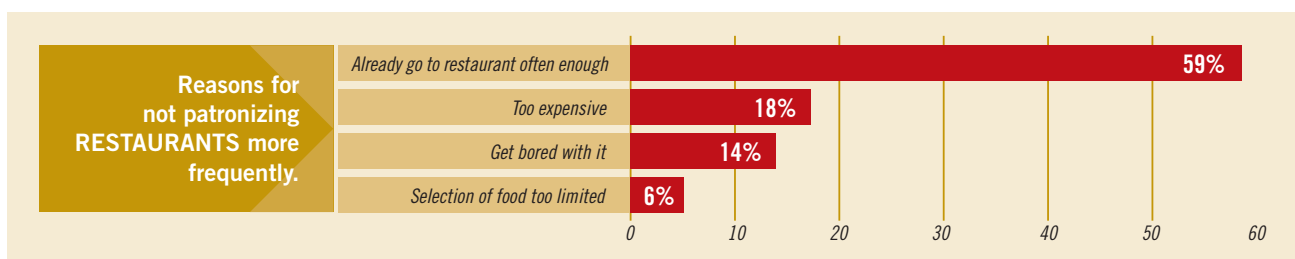
With *Build-A-Bowl*, patrons can put a unique twist on the familiar by creating soup flavors they want, the way they want them. For example, patrons may already enjoy a salad bar, so why not offer a soup bar with a variety of toppings?

And by utilizing ingredients you already have on hand, *Build-A-Bowl* can help expand your menu without dramatically increasing your foodservice purchases.

Patron insights show importance of menuing *Build-A-Bowl*.

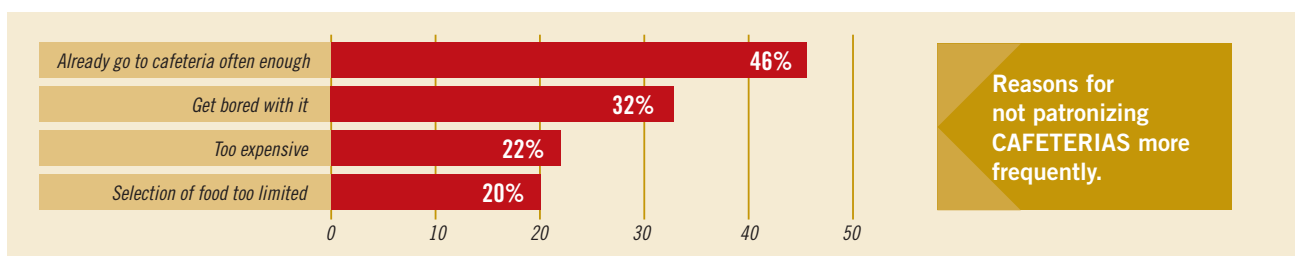
Increase traffic by offering *Build-a-Bowl* as a recurring menu option.

Bored with the familiar. With patrons citing saturation and boredom as leading barriers to increasing patronage, *Build-A-Bowl* offers the opportunity to try something new every day.



Proprietary research conducted for Campbell: Out of Home Need State Study 2009

Add more value for the price. With patrons citing price as a top reason for choosing to eat elsewhere, *Build-A-Bowl* offers an opportunity to create more value by making soup a meal, as well as an event.



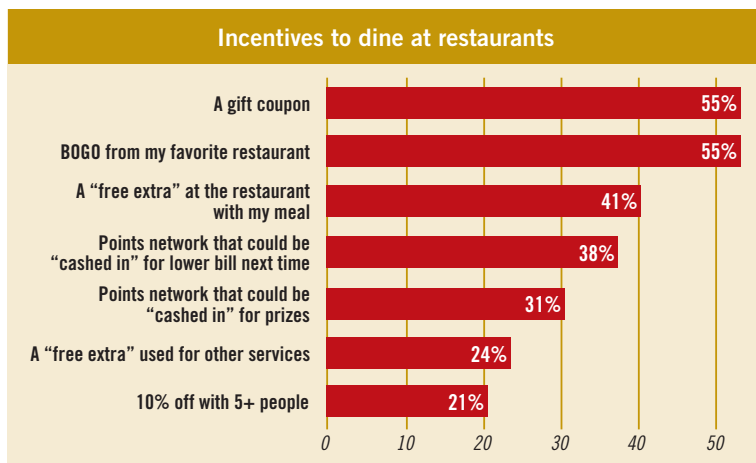
Proprietary research conducted for Campbell: Out of Home Need State Study 2009

Frequency programs incent patrons to return.

Because incentives are so popular among patrons, take advantage of Campbell's® *Build-A-Bowl* frequency program and keep them coming back for more!



See more about the *Build-A-Bowl* frequency program on the last page of this guide.





Mintel 2009

How to Create a *Build-A-Bowl™* Menu



Achieve menu variety and reduce foodservice costs.

While patrons will love the control and creativity a *Campbell's® Build-A-Bowl* menu delivers, you'll appreciate its set-up simplicity and labor-saving efficiency.

Products	Case Code	Product Description	Format	Case Pack	Case Yield
<p>Here are the featured products for <i>Build-A-Bowl</i> menus. All Recipes feature <i>Campbell's® Healthy Request®</i> Soups or <i>Swanson®</i> Broths.</p>  	04143	<i>Campbell's Healthy Request</i> Cream of Chicken Soup	Canned	12/ 50 oz	150 - 8 oz servings
	04144	<i>Campbell's Healthy Request</i> Cream of Mushroom Soup	Canned	12/ 50 oz	150 - 8 oz servings
	04145	<i>Campbell's Healthy Request</i> Tomato Soup	Canned	12/ 50 oz	150 - 8 oz servings
	11334	<i>Swanson</i> Natural Goodness Chicken Broth	Canned	12/ 49 oz	74 - 8 oz servings
	14296	<i>Swanson</i> Lower Sodium Beef Broth	Canned	12/ 32 oz	48 - 8 oz servings
	15635	<i>Swanson</i> Certified Organic Vegetable Broth	Canned	12/ 32 oz	48 - 8 oz servings

Ingredient guidelines

To simplify assembly, use our recommended topping-ingredient standards for any *Build-A-Bowl* recipe.

<i>Campbell's</i> Soup	8 oz
Protein	1/4 cup
Vegetable #1	2 Tbsp
Vegetable #2	1 Tbsp
Dry garnish for crunch	2 Tbsp
Sauce or fresh herbs	1 tsp



Buffalo Chicken Soup

Introducing our recipes for expanding menus. Try *souping up* your menu with these suggested descriptions, sure to tempt patron appetites.

CAMPBELL'S HEALTHY REQUEST® CREAM OF CHICKEN

- **Buffalo Chicken Soup:** With chicken, hot sauce, diced carrots and aged blue cheese, this spicy classic is hard to forget.
- **Chicken Corn Chowder:** Filled with potatoes, corn, red peppers, green peppers and scallions, this hearty chowder is sure to satisfy.
- **Creamy Chicken Tortilla Soup:** This zesty favorite mixes tender chicken with diced tomatoes, corn, black beans and crispy tortillas.

CAMPBELL'S HEALTHY REQUEST CREAM OF MUSHROOM

- **Turkey Pot Pie Soup:** This rich-and-creamy taste of home combines diced turkey, peas, carrots and saltine crackers.
- **Beef Stroganoff Soup:** This indulgent taste combines lean ground beef with roasted onions, red peppers and sour cream.
- **Turkey Dinner Soup:** With diced turkey, stuffing and green beans, why wait until late November to enjoy a little taste of Thanksgiving?

CAMPBELL'S HEALTHY REQUEST TOMATO

- **BLT Soup:** Deliver an upscale take on traditional tomato soup by adding crumbled bacon, diced tomatoes and iceberg lettuce.
- **Chicken Parmesan Soup:** Capturing all the taste and texture of an all-time favorite, this delicious variation features Mozzarella cheese, grated Parmesan and Italian seasonings.
- **Cheeseburger Soup:** Melted Cheddar cheese, sizzling ground beef and an assortment of burger toppings come together in this reimagining of an All-American classic.

SWANSON® NATURAL GOODNESS CHICKEN BROTH

- **Asian Chicken Stock:** A savory stock made with *Swanson* Chicken Broth, fish sauce, fresh ginger root, sesame oil and ancho chili powder.
- **Ancho Chili & Sesame Chicken Noodle Bowl:** This on-trend noodle bowl is made with Asian Chicken Stock and glass noodles topped with diced chicken, Asian vegetables and sambal chili sauce.

SWANSON LOWER SODIUM BEEF BROTH

- **Asian Beef Stock:** A deliciously spicy beef stock made with *Swanson* Beef Broth, jalapeño peppers, soy sauce and ginger root.
- **Beef & Noodle Bowl:** Made with buckwheat noodles and ground beef in Asian Beef Stock, this bowl is topped with Asian vegetables, Hoisin sauce, chili oil and lime for spicy, satisfying flavor.

SWANSON CERTIFIED ORGANIC VEGETABLE BROTH

- **Red Curry & Coriander Asian Vegetable Stock:** This stock starts with *Swanson* Certified Organic Vegetable Broth simmered with curry, coriander, ground cumin, fresh ginger and sambal chili paste.
- **Asian Vegetable Soup:** Made with tofu, crushed peanuts, hearty Asian vegetables and Sriracha sauce in Asian Vegetable Stock, this flavorful vegetarian soup will be a menu favorite.

Make prep quick and easy with the *Build-A-Bowl* recipe-ingredient chart found on the following page.

Build-A-Bowl™ Recipe-Ingredient Chart



Campbell's® Healthy Request® Cream of Chicken					
Buffalo Chicken Soup		Chicken Corn Chowder		Creamy Chicken Tortilla Soup	
Cooked chicken	1/4 cup	Roasted corn	1/4 cup	Cooked chicken	1/4 cup
Caramelized onion	2 Tbsp	Cubed potatoes	1/4 cup	Diced tomatoes	2 Tbsp
Blue cheese	1 Tbsp	Diced peppers	2 Tbsp	Corn	2 Tbsp
Diced celery	1 Tbsp	Scallions	1 Tbsp	Black beans	2 Tbsp
Diced carrot	1 Tbsp			Salsa	1 Tbsp
Hot sauce	1 dash			Baked tortilla strips	2 Tbsp
				Chipotle powder	1 sprinkle
Campbell's Healthy Request Cream of Mushroom					
Turkey Pot Pie Soup		Beef Stroganoff Soup		Turkey Dinner Soup	
Diced Turkey	1/4 cup	Cooked ground beef	1/4 cup	Diced turkey	1/4 cup
Peas	2 Tbsp	Roasted onions	1/4 cup	Green beans	1/4 cup
Diced carrots	2 Tbsp	Roasted red pepper	2 Tbsp	Stuffing mix	2 Tbsp
Crumbled saltine crackers	2 Tbsp	Sour cream	1 tsp	Parsley	1 tsp
Parsley	1 tsp	Chives	1 tsp		
Campbell's Healthy Request Tomato					
BLT Soup		Chicken Parmesan Soup		Cheeseburger Soup	
Shredded lettuce	1/4 cup	Cooked chicken	1/4 cup	Cooked ground beef	1/4 cup
Diced tomato	2 Tbsp	Shredded Mozzarella	2 Tbsp	Shredded Cheddar cheese	2 Tbsp
Croutons	2 Tbsp	Grated Parmesan	1 Tbsp	Diced tomato	2 Tbsp
Crumbled bacon	2 tsp	Italian seasoning	1/4 tsp	Shredded lettuce	1/4 cup
		Croutons	2 Tbsp	Croutons	2 Tbsp
Swanson® Broths					
Ancho Chili & Sesame Chicken Bowl made with Swanson Natural Goodness Chicken Broth		Beef & Noodle Bowl made with Swanson Lower Sodium Beef Broth		Asian Vegetable Soup made with Swanson Certified Organic Vegetable Broth	
Cooked diced or shredded chicken	1-1/2 cups	Cooked ground beef	1-1/2 cups	Diced tofu	1-1/2 cups
Glass noodles	3 cups	Cooked buckwheat noodles	3 cups	Crushed peanuts (optional)	1-1/2 cups
Finely shredded cabbage	3/4 cup	Diced tomatoes	3/4 cup	Diced carrots	1-1/2 cups
Diced green peppers	3/4 cup	Sliced mushrooms	3/4 cup	Sliced mushrooms	3/4 cup
Chopped broccoli	3/4 cup	Peas	3/4 cup	Whole kernel corn	3/4 cup
Diced red peppers	3/4 cup	Diced red peppers	3/4 cup	Sliced jalapeños	3/4 cup
Sliced mushrooms	3/4 cup	Shredded cabbage	3/4 cup	Sriracha sauce	3/4 cup
Thinly sliced scallions	3/4 cup	Shredded carrots	3/4 cup	Fresh chopped cilantro leaves	1/4 cup
Diced tomatoes	3/4 cup	Hoisin sauce	1/4 cup		
Sambal chili sauce	1/4 cup	Chili oil	1/4 cup		
		Fresh limes, 6 wedges each	2 each		

How To Execute a *Build-A-Bowl™* Menu



Simple ways to give patrons more selection with *Build-A-Bowl* recipes.

You can execute the *Build-A-Bowl* concept in a number of ways:

Build-A-Bowls for Patient Menus

Try offering these recipes as featured specials for patient meals.* Follow these simple instructions for pre-assembled *Build-A-Bowls*:

- Pre-plate all the cold toppings into the soup bowls and store on sheet pans in the refrigerator until service time (following your cold food preparation guidelines).
- For tray line service, ladle hot prepared soup over cold toppings.
- Portion crunchy garnishes like crackers, croutons and tortilla strips in individual soufflé cups or in a serving bowl that could be added on the tray line.



Exhibition Cooking allows you to prepare *Build-A-Bowls* in front of patrons. And since they love a show, put your culinary flair and fresh ingredients on full display – and charge more for it.

Insight: Besides being an antidote for menu fatigue, patrons see exhibition cooking as an affordable luxury.

Self-Serve provides the opportunity to menu soup as a low-cost entrée by allowing consumers to add their favorite toppings.

Insight: Some operations have salad bars already stocked full of great toppings. Why not add *Campbell's® Healthy Request®* to your salad bar and promote using soup as a base?

To see more pricing and promotion suggestions, turn to the last page.

Overview of *Build-A-Bowl* Station Set-Up.

To deliver the product fast with the right presentation and execution, servers must have an efficient station set-up and assembly system. Below are recommended set-up requirements:

- (3) full steam-table wells
- (2) 7 qt inserts for soup
- (3) 1/3 pans for protein
- (6) 1/6 pans for additional toppings
- (2) squeeze bottles for sauces
- separate bowls for dry toppings
- basket for bread bowls or bread

Station Diagram



Make set-up a consistent process by utilizing the *Build-A-Bowl* station set-up chart and refer to our Pan & Utensil Charts on the on the following page.

Build-A-Bowl™ Station Set-Up Chart



Campbell's® Soup Pan & Utensil Chart

	Ingredient	Service Pan	Utensil
Soups	Campbell's Soup, hot	7 qt round insert	8 oz ladle
	Campbell's Soup, hot	7 qt round insert	8 oz ladle
Protein/	Chicken, cooked, diced 1/2"	1/3 or 1/6 pan	1/4 cup
Cheese	Turkey, cooked, diced 1/2"	1/3 or 1/6 pan	1/4 cup
	Ground beef, cooked	1/3 or 1/6 pan	1/4 cup
	Shrimp cooked	1/3 or 1/6 pan	1/4 cup
	Cheddar cheese, shredded	1/3 or 1/6 pan	1/4 cup
	Swiss cheese, shredded	1/3 or 1/6 pan	1/4 cup
	Mozzarella cheese, shredded	1/3 or 1/6 pan	1/4 cup
	Blue cheese, crumbled	1/6 pan	tablespoon
	Parmesan cheese	1/6 pan	tablespoon
	Bacon, cooked, crumbled	1/6 pan	tablespoon
Vegetables	Chipotle peppers, diced 1/4"	1/6 pan	tablespoon
	Tomatoes, fresh, diced 1/4"	1/6 pan	tablespoon
	Corn, frozen, thawed	1/6 pan	tablespoon
	Black beans, canned, drained	1/6 pan	tablespoon
	Creamed corn, canned	1/6 pan	1/4 cup
	Potatoes, cooked, cubed 1/4"	1/6 pan	1/4 cup
	Green peppers, diced 1/4"	1/6 pan	small tongs

	Ingredient	Service Pan	Utensil
Vegetables	Red peppers, diced 1/4"	1/6 pan	small tongs
	Peas, frozen, thawed	1/6 pan	tablespoon
	Carrots, fresh, diced 1/4"	1/6 pan	small tongs
	Celery, diced 1/4"	1/6 pan	small tongs
	Broccoli florets, fresh	1/6 pan	small tongs
	Mushrooms, sliced 1/4", sautéed	1/6 pan	small tongs
	Iceberg lettuce, shredded	1/6 pan	small tongs
Dry	Tortilla strips, sliced 1/4", fried, drained	dry	small tongs
	French-fried onions, canned	dry	small tongs
	Stuffing, dry or cooked	dry	tablespoon
	Saltines, crumbled	dry	tablespoon
	CROUTONS	dry	tablespoon
Garnish	Sour cream	squeeze bottle	-
	Cranberry sauce	1/6 pan	teaspoon
	Pace® Salsa	1/6 pan	teaspoon
	Scallions, thinly sliced	1/6 pan	small tongs
	Chives, fresh, chopped	1/6 pan	small tongs
	Parsley, fresh, chopped	1/6 pan	small tongs
	Hot sauce	squeeze bottle	-
	Italian seasoning	dry	teaspoon

Swanson® Pan & Utensil Chart

	Ingredient	Service Pan	Utensil
Soups	Asian stock made with Swanson broth, hot	7 qt round insert	8 oz ladle
Protein/	Ground beef	1/3 or 1/6 pan	tablespoon
Cheese	Tofu, diced	1/3 or 1/6 pan	tablespoon
Vegetables	Carrots	1/6 pan	tablespoon
	Chopped broccoli	1/6 pan	tablespoon
	Diced green peppers	1/6 pan	tablespoon
	Diced red peppers	1/6 pan	tablespoon
	Diced tomatoes	1/6 pan	tablespoon
	Mushrooms	1/6 pan	tablespoon
	Peas	1/6 pan	tablespoon
	Shredded carrots	1/6 pan	tablespoon

	Ingredient	Service Pan	Utensil
Vegetables	Shredded cabbage	1/6 pan	tablespoon
	Sliced jalapeños	1/6 pan	tablespoon
	Sliced scallions	1/6 pan	tablespoon
	Whole kernel corn	1/6 pan	tablespoon
Garnish	Chili oil	1/6 pan or squeeze bottle	teaspoon
	Cilantro leaves	1/6 pan	teaspoon
	Hoisin sauce	1/6 pan or squeeze bottle	teaspoon
	Lime wedges	1/6 pan	small tongs
	Sambal chili sauce	1/6 pan or squeeze bottle	teaspoon
	Sriracha sauce	1/6 pan or squeeze bottle	tablespoon
Cooked	Buckwheat noodles	1/6 pan	1/4 cup
Grain	Glass noodles	1/6 pan	1/4 cup

BUFFALO CHICKEN SOUP

YIELDS: 12 Servings SERVING SIZE: 8 oz or 1 cup plus toppings

Ingredients		Quantities	
Campbell's Healthy Request Cream of Chicken Soup 04143		1-50 oz can	<div>1. Prepare all ingredients and set up station.</div> <div>2. In a soup pot, mix soup with water, heat to 165°F. Hold hot for service.</div> <div>For each serving:</div> <div><div><div>Ladle 8 oz hot soup into a 10 oz bowl.</div><div>Top soup with:<div><div>- 1/4 cup cooked chicken</div><div>- 1 Tbsp celery</div><div>- 2 Tbsp caramelized onion</div><div>- 1 Tbsp carrot</div><div>- 1 Tbsp blue cheese</div><div>- Dash hot sauce</div></div></div></div></div>
Water		1-50 oz can	
Chicken, breast, cooked, diced, 1/2"		3 cups	
Onions, sliced, caramelized		1-1/2 cups	
Cheese, blue, crumbled		3/4 cup	
Celery, diced, 1/4"		3/4 cup	
Carrots, fresh, diced, 1/4"		3/4 cup	
Hot pepper sauce		1 Tbsp	
<div>NUTRITION FACTS</div> <div>Serving size: 1 cup plus toppings; Calories (kCal): 180; Protein (g): 18; Total Fat (g): 6; Sat Fat (g): 2.5; Cholesterol (mg): 5; Sodium (mg): 570; Total CHO (g): 15; Dietary Fiber (g): 2; Vitamin A (%DV): 50; Vitamin C (%DV): 6; Calcium (%DV): 6; Iron (%DV): 4</div>			

CHICKEN CORN CHOWDER

YIELDS: 12 Servings SERVING SIZE: 8 oz or 1 cup plus toppings

Ingredients		Quantities	
Campbell's Healthy Request Cream of Chicken Soup 04143		1-50 oz can	<div>1. Prepare all ingredients and set up station.</div> <div>2. In a soup pot, mix soup with water, heat to 165°F. Hold hot for service.</div> <div>For each serving:</div> <div><div>▪ Ladle 8 oz hot soup into a 10 oz bowl.</div><div>▪ Top soup with:<div><div>- 1/4 cup corn</div><div>- 2 Tbsp peppers</div><div>- 1/4 cup potatoes</div><div>- 1 Tbsp scallions</div></div></div></div>
Water		1-50 oz can	
Corn, frozen, kernels, roasted		3 cups	
Potatoes, cooked, cubed, 1/4"		3 cups	
Peppers, bell, green & red, diced, 1/4"		1-1/2 cups	
Scallions, thinly sliced, 1/8"		3/4 cup	
<div>NUTRITION FACTS</div> <div>Serving size: 1 cup plus toppings; Calories (kCal): 140; Protein (g): 4; Total Fat (g): 2; Sat Fat (g): 2; Cholesterol (mg): 5; Sodium (mg): 400; Total CHO (g): 26; Dietary Fiber (g): 3; Vitamin A (%DV): 20; Vitamin C (%DV): 40; Calcium (%DV): 2; Iron (%DV): 2</div>			

CREAMY CHICKEN TORTILLA SOUP

YIELDS: 12 Servings SERVING SIZE: 8 oz or 1 cup plus toppings

Ingredients	Quantities	Preparation Instructions
Campbell's Healthy Request Cream of Chicken Soup 04143	1-50 oz can	<div>1. Prepare all ingredients and set up station.</div> <div>2. In a soup pot, mix soup with water, heat to 165°F. Hold hot for service.</div> <div>For each serving:</div> <div><div>Ladle 8 oz hot soup into a 10 oz bowl.</div><div>Top soup with:<div><div>- 1/4 cup chicken</div><div>- 1 Tbsp salsa</div><div>- 2 Tbsp tomatoes</div><div>- 2 Tbsp tortilla strips</div><div>- 2 Tbsp corn</div><div>- Sprinkle of chipotle powder</div><div>- 2 Tbsp beans</div></div></div></div>
Water	1-50 oz can	
Chicken, breast, cooked, diced, 1/2"	3 cups	
Tomato, fresh, diced, 1/4"	1-1/2 cups	
Corn, frozen, kernels	1-1/2 cups	
Beans, black, canned, drained	1-1/2 cups	
Pace® Chunky Salsa, medium	3/4 cup	
Tortilla, strips, baked	1-1/2 cups	
Chipotle, chili, powder	1 Tbsp	
NUTRITION FACTS Serving size: 1 cup plus toppings; Calories (kCal): 210; Protein (g): 18; Total Fat (g): 5; Sat Fat (g): 1.5; Cholesterol (mg): 45; Sodium (mg): 690; Total CHO (g): 24; Dietary Fiber (g): 3; Vitamin A (%DV): 15; Vitamin C (%DV): 6; Calcium (%DV): 4; Iron (%DV): 6		

COOLING: CCP: Cool to 70°F. or lower within 2 hours and from 70°F. to 40°F. within 4 more hours. Place in shallow pans with a product depth of 2 inches or less and refrigerate or place shallow pans of product into icebath, immerse pans into ice up to product level and stir frequently. Cover and label product.

REHEATING: CCP: Reheat to 165°F. or higher for 15 seconds, within 2 hours.

TURKEY POT PIE SOUP

YIELDS: 12 Servings SERVING SIZE: 8 oz or 1 cup plus toppings

Ingredients	Quantities	Preparation Instructions
Campbell's Healthy Request Cream of Mushroom Soup 04144	1-50 oz can	1. Prepare all ingredients and set up station. 2. In a soup pot, mix soup with water, heat to 165°F. Hold hot for service. For each serving: <ul style="list-style-type: none">Ladle 8 oz hot soup into a 10 oz bowl.Top soup with:<ul style="list-style-type: none">- 1/4 cup turkey- 2 Tbsp crackers- 2 Tbsp peas- 1 tsp parsley- 2 Tbsp carrots
Water	1-50 oz can	
Turkey breast, cooked, diced, 1/2"	3 cups	
Peas, frozen	1-1/2 cups	
Carrots, fresh, diced, 1/4"	1-1/2 cups	
Saltine crackers, crumbled	1-1/2 cups	
Parsley, fresh, minced	1/4 cup	
NUTRITION FACTS Serving size: 1 cup plus toppings; Calories (kCal): 220; Protein (g): 18; Total Fat (g): 3.5; Sat Fat (g): 1.5; Cholesterol (mg): 40 Sodium (mg): 610; Total CHO (g): 27; Dietary Fiber (g): 3; Vitamin A (%DV): 120; Vitamin C (%DV): 15; Calcium (%DV): 2; Iron (%DV): 10		

BEEF STROGANOFF SOUP

YIELDS: 12 Servings SERVING SIZE: 8 oz or 1 cup plus toppings

Ingredients	Quantities	Preparation Instructions
<i>Campbell's Healthy Request Cream of Mushroom Soup</i> 04144	1-50 oz can	<div>1. Prepare all ingredients and set up station.</div> <div>2. In a soup pot, mix soup with water, heat to 165°F. Hold hot for service.</div> <div>For each serving:</div> <div><div>Ladle 8 oz hot soup into a 10 oz bowl.</div><div>Top soup with:<div><div>- 1/4 cup cooked ground beef</div><div>- 1/4 cup roasted onions</div><div>- 2 Tbsp roasted red pepper</div><div>- 1 tsp sour cream</div><div>- 1 tsp chives</div></div></div></div>
Water	1-50 oz can	
Beef, ground, lean, cooked, drained	1 qt	
Onions, chopped, roasted until golden	1 qt	
Pepper, bell, red, diced, roasted	1-1/2 cups	
Sour cream, low-fat	1/4 cup	
Chives, fresh, minced	1/4 cup	
<div>NUTRITION FACTS Serving size: 1 cup plus toppings; Calories (kCal): 210; Protein (g): 16; Total Fat (g): 8; Sat Fat (g): 3.5; Cholesterol (mg): 45; Sodium (mg): 440; Total CHO (g): 25; Dietary Fiber (g): 3; Vitamin A (%DV): 25; Vitamin C (%DV): 45; Calcium (%DV): 4; Iron (%DV): 10</div>		

TURKEY DINNER SOUP

YIELDS: 12 Servings SERVING SIZE: 8 oz or 1 cup plus toppings

Ingredients	Quantities	Preparation Instructions
Campbell's Healthy Request Cream of Mushroom Soup 04144	1-50 oz can	1. Prepare all ingredients and set up station. 2. In a soup pot, mix soup with water, heat to 165°F. Hold hot for service. For each serving: ▪ Ladle 8 oz hot soup into a 10 oz bowl. ▪ Top soup with: - 1/4 cup turkey - 2 Tbsp stuffing mix - 1/4 cup beans - 1 tsp parsley
Water	1-50 oz can	
Turkey, breast, cooked, diced, 1/2"	3 cups	
Green beans, frozen, thawed	3 cups	
Stuffing mix, dry	1-1/2 cups	
Parsley, fresh, minced	1/4 cup	
NUTRITION FACTS Serving size: 1 cup plus toppings; Calories (kCal): 170; Protein (g): 17; Total Fat (g): 2.5; Sat Fat (g): 1; Cholesterol (mg): 40; Sodium (mg): 520; Total CHO (g): 18; Dietary Fiber (g): 2; Vitamin A (%DV): 15; Vitamin C (%DV): 6; Calcium (%DV): 4; Iron (%DV): 6		

COOLING: CCP: Cool to 70°F. or lower within 2 hours and from 70°F. to 40°F. within 4 more hours. Place in shallow pans with a product depth of 2 inches or less and refrigerate or place shallow pans of product into icebath, immerse pans into ice up to product level and stir frequently. Cover and label product.

REHEATING: CCP: Reheat to 165°F. or higher for 15 seconds, within 2 hours.

BLT SOUP

YIELDS: 12 Servings SERVING SIZE: 8 oz or 1 cup plus toppings

Ingredients	Quantities	Preparation Instructions
<i>Campbell's Healthy Request</i> Tomato Soup 04145	1-50 oz can	1. Prepare all ingredients and set up station. 2. In a soup pot, mix soup with water, heat to 165°F. Hold hot for service. For each serving: ▪ Ladle 8 oz hot soup into a 10 oz bowl. ▪ Top soup with: <div style="display: flex; justify-content: space-between;"> - 1/4 cup lettuce - 2 Tbsp croutons </div> <div style="display: flex; justify-content: space-between;"> - 2 Tbsp tomato - 2 tsp bacon </div>
Water	1-50 oz can	
Lettuce, iceberg, shredded	3 cups	
Tomato, fresh, diced, 1/4"	1-1/2 cups	
Croutons, seasoned, low-sodium	1-1/2 cups	
Bacon, cooked, crumbled	1/3 cup	
NUTRITION FACTS Serving size: 1 cup plus toppings; Calories (kCal): 150; Protein (g): 6; Total Fat (g): 5; Sat Fat (g): 2; Cholesterol (mg): 10; Sodium (mg): 640; Total CHO (g): 21; Dietary Fiber (g): 2; Vitamin A (%DV): 15; Vitamin C (%DV): 15; Calcium (%DV): 2; Iron (%DV): 4		

CHICKEN PARMESAN SOUP

YIELDS: 12 Servings SERVING SIZE: 8 oz or 1 cup plus toppings

Ingredients	Quantities	Preparation Instructions
<i>Campbell's Healthy Request Tomato Soup</i> 04145	1-50 oz can	1. Prepare all ingredients and set up station. 2. In a soup pot, mix soup with water, heat to 165°F. Hold hot for service. For each serving: <ul style="list-style-type: none"> ▪ Ladle 8 oz hot soup into a 10 oz bowl. ▪ Top soup with: <ul style="list-style-type: none"> - 1/4 cup chicken - 2 Tbsp Mozzarella - 1 Tbsp Parmesan
Water	1-50 oz can	
Chicken, breast, cooked, diced, 1/2"	3 cups	
Cheese, Mozzarella, part-skim, shredded	1-1/2 cups	
Cheese, Parmesan, grated	3/4 cup	
Italian seasoning mix	1 Tbsp	
Croutons, seasoned	1-1/2 cups	
NUTRITION FACTS Serving size: 1 cup plus toppings; Calories (kCal): 250; Protein (g): 22; Total Fat (g): 8; Sat Fat (g): 3.5; Cholesterol (mg): 50; Sodium (mg): 670; Total CHO (g): 20; Dietary Fiber (g): 1; Vitamin A (%DV): 10; Vitamin C (%DV): 10; Calcium (%DV): 15; Iron (%DV): 6		

CHEESEBURGER SOUP

YIELDS: 12 Servings SERVING SIZE: 8 oz or 1 cup plus toppings

Ingredients	Quantities	Preparation Instructions
Campbell's Healthy Request Tomato Soup 04145	1-50 oz can	1. Prepare all ingredients and set up station. 2. In a soup pot, mix soup with water, heat to 165°F. Hold hot for service. For each serving: <ul style="list-style-type: none"> ▪ Ladle 8 oz hot soup into a 10 oz bowl. ▪ Top soup with: <ul style="list-style-type: none"> - 1/4 cup beef - 2 Tbsp Cheddar - 2 Tbsp tomatoes - 1/4 cup shredded lettuce - 2 Tbsp croutons
Water	1-50 oz can	
Beef, ground, lean, cooked, crumbled	3 cups	
Cheese, Cheddar, shredded	1-1/2 cups	
Tomato, fresh, diced, 1/4"	1-1/2 cups	
Lettuce, iceberg, shredded	3 cups	
Croutons, seasoned	1-1/2 cups	
NUTRITION FACTS Serving size: 1 cup plus toppings; Calories (kCal): 270; Protein (g): 19; Total Fat (g): 12; Sat Fat (g): 6; Cholesterol (mg): 55; Sodium (mg): 600; Total CHO (g): 21; Dietary Fiber (g): 2; Vitamin A (%DV): 15; Vitamin C (%DV): 15; Calcium (%DV): 10; Iron (%DV): 10		

COOLING: CCP: Cool to 70°F. or lower within 2 hours and from 70°F. to 40°F. within 4 more hours. Place in shallow pans with a product depth of 2 inches or less and refrigerate or place shallow pans of product into icebath, immerse pans into ice up to product level and stir frequently. Cover and label product.

REHEATING: CCP: Reheat to 165°F. or higher for 15 seconds, within 2 hours.

ANCHO CHILI & SESAME CHICKEN BOWL YIELDS: 12 Servings SERVING SIZE: 8 oz or 1 cup plus toppings

START WITH: Asian Chicken Stock Recipe

Ingredients	Quantities	Preparation Instructions
Swanson® Natural Goodness Chicken Broth 11334	98 fl oz	<div>1. Combine 98 fl oz (2 containers, 49 oz ea) of <i>Swanson</i> Natural Goodness Chicken Broth 11334 in a stock pot with 2 Tbsp ancho chili powder, 1/4 cup sesame oil, 2 Tbsp fish sauce, 1/4 cup roughly chopped ginger, and 1 cup roughly chopped fresh leeks.</div> <div>2. Bring to a boil.</div> <div>3. Turn off heat and strain the broth to remove the pieces of ginger and leeks. Makes approximately 1-1/2 qt</div>
Ancho chili powder	2 Tbsp	
Sesame oil	1/4 cup	
Fish sauce	1 Tbsp	
Ginger root	1/4 cup	
Leeks	1 cup	
NUTRITION FACTS Serving size: 1; Calories (kCal): 61; Protein (g): 2.3; Total Fat (g): 4.4; Sat Fat (g): 0.6; Cholesterol (mg): 0.0; Sodium (mg): 707.7; Total CHO (g): 2.9; Dietary Fiber (g): 0.6; Vitamin A (%DV): 9; Vitamin C (%DV): 2; Calcium (%DV): 1; Iron (%DV): 2		

Ancho Chili & Sesame Chicken Bowl Recipe

Ingredients	Quantities	Preparation Instructions
Asian Chicken Stock (made with Swanson® Natural Goodness Chicken Broth 11334)	1-1/2 qt	<div>1. Prepare all ingredients and set up station.</div> <div>2. If broth is prepared in advance of the day of service, reheat to 165 °F. Hold broth for hot service at 140 °F or higher.</div> <div>For each serving:</div> <div><div><div>Ladle 8 oz hot broth into a 10 oz bowl.</div><div>Top broth with</div><div><div><div>- 2 Tbsp (#30 scoop) chicken</div><div>- 1 Tbsp (#60 scoop) cabbage</div><div>- 1 Tbsp (#60 scoop) broccoli</div><div>- 1 Tbsp sliced mushrooms (#60 scoop)</div><div>- 1 Tbsp diced tomatoes (#60 scoop)</div></div><div><div>- ¼ cup (2 fl oz spoodle) noodles</div><div>- 1 Tbsp (#60 scoop) green peppers</div><div>- 1 Tbsp (#60 scoop) red peppers</div><div>- 1 Tbsp scallions (#60 scoop)</div><div>- 1/2 tsp Sambal chili sauce</div></div></div></div></div>
Cooked diced or shredded chicken	1-1/2 cup	
Glass noodles	3 cups	
Finely shredded cabbage	3/4 cup	
Diced green peppers	3/4 cup	
Chopped broccoli	3/4 cup	
Diced red peppers	3/4 cup	
Sliced mushrooms	3/4 cup	
Thinly sliced scallions	3/4 cup	
Diced tomatoes	3/4 cup	
Sambal chili sauce	2 Tbsp	
<div>NUTRITION FACTS</div> <div>Serving size: 1; Calories (kCal): 162; Protein (g): 9.8; Total Fat (g): 5.8; Sat Fat (g): 0.9; Cholesterol (mg): 18.2; Sodium (mg): 761.2; Total CHO (g): 18.0; Dietary Fiber (g): 2.3; Vitamin A (%DV): 27; Vitamin C (%DV): 52; Calcium (%DV): 3; Iron (%DV): 7</div>		

COOLING: CCP: Cool to 70°F. or lower within 2 hours and from 70°F. to 40°F. within 4 more hours. Place in shallow pans with a product depth of 2 inches or less and refrigerate or place shallow pans of product into icebath, immerse pans into ice up to product level and stir frequently. Cover and label product.

REHEATING: CCP: Reheat to 165°F. or higher for 15 seconds, within 2 hours.

BEEF & NOODLE BOWL YIELDS: 12 Servings SERVING SIZE: 8 oz or 1 cup plus toppings

START WITH: Asian Beef Stock Recipe

Ingredients	Quantities	Preparation Instructions
<i>Swanson</i> ® Lower Sodium Beef Broth 14296	96 fl oz	<div>1. Combine 96 fl oz (3 cans, 32 oz ea) of <i>Swanson</i> Lower Sodium Beef Broth 14296 in a stock pot with 4 whole jalapeno peppers, 1/2 cup low sodium soy sauce, and 1/4 cup rough cut ginger.</div> <div>2. Bring to a boil.</div> <div>3. Turn off heat and strain the broth to remove the peppers and the pieces of ginger. Makes approximately 1-1/2 qt.</div>
Jalapeño pepper	4	
Low sodium soy sauce (Shoyu)	1/2 cup	
Ginger root	1/4 cup	
NUTRITION FACTS Serving size: 1; Calories (kCal): 21; Protein (g): 2.5; Total Fat (g): 0.0; Sat Fat (g): 0.0; Cholesterol (mg): 0.0; Sodium (mg): 591.6; Total CHO (g): 1.9; Dietary Fiber (g): 0.2; Vitamin A (%DV): 1; Vitamin C (%DV): 9; Calcium (%DV): 0; Iron (%DV): 1		

Beef & Noodle Bowl Recipe

Ingredients	Quantities	Preparation Instructions
Asian Beef Stock (made with <i>Swanson Lower Sodium Beef Broth</i> 14296)	1-1/2 qt	<div>1. Prepare all ingredients and set up station.</div> <div>2. If broth is prepared in advance of the day of service, reheat to 165 °F. Hold broth for hot service at 140 °F or higher.</div> <div>For each serving:</div> <div><div><div>Ladle 8 oz hot broth into a 10 oz bowl.</div><div>Top broth with</div><div><div><div>- 2 Tbsp (#30 scoop) beef</div><div>- 1 Tbsp (#60 scoop) tomatoes</div><div>- 1 Tbsp (#60 scoop) peas</div><div>- 1 Tbsp cabbage</div><div>- 1 tsp Hoisin sauce</div><div>- 1 lime wedge</div></div><div><div>- 1/4 cup (2 fl oz spoodle) noodles</div><div>- 1 Tbsp (#60 scoop) mushrooms</div><div>- 1 Tbsp (#60 scoop) red peppers</div><div>- 1 Tbsp carrots</div><div>- 1 tsp chili oil</div></div></div></div></div>
Cooked ground beef	1-1/2 cups	
Cooked buckwheat noodles	3 cups	
Diced tomatoes	3/4 cup	
Sliced mushrooms	3/4 cup	
Peas	3/4 cup	
Diced red peppers	3/4 cup	
Finely shredded cabbage	3/4 cup	
Shredded carrots	3/4 cup	
Hoisin sauce	1/4 cup	
Chili oil	1/4 cup	
Fresh limes, each cut into 6 wedges	2 each	
<div>NUTRITION FACTS Serving size: 1; Calories (kCal): 188; Protein (g): 11.4; Total Fat (g): 7.3; Sat Fat (g): 1.7; Cholesterol (mg): 17.2; Sodium (mg): 740; Total CHO (g): 18.9; Dietary Fiber (g): 1.8; Vitamin A (%DV): 27; Vitamin C (%DV): 44; Calcium (%DV): 2; Iron (%DV): 7</div>		

COOLING: CCP: Cool to 70°F. or lower within 2 hours and from 70°F. to 40°F. within 4 more hours. Place in shallow pans with a product depth of 2 inches or less and refrigerate or place shallow pans of product into icebath, immerse pans into ice up to product level and stir frequently. Cover and label product.

REHEATING: CCP: Reheat to 165°F. or higher for 15 seconds, within 2 hours.

ASIAN VEGETABLE SOUP YIELDS: 12 Servings SERVING SIZE: 8 oz or 1 cup plus toppings

START WITH: Red Curry & Coriander Asian Vegetable Stock Recipe

Ingredients	Quantities	Preparation Instructions
Swanson® Certified Organic Vegetable Broth 15635	96 fl oz	<ol style="list-style-type: none">1. Combine 96 fl oz (3 containers, 32 oz ea) of <i>Swanson</i> Organic Vegetable Broth 15635 in a stock pot with 2 Tbsp red curry powder, 2 Tbsp coriander, 2 Tbsp cumin, 2 Tbsp roughly chopped ginger and 4 tsp Sambal chili paste.2. Bring to a boil.3. Turn off heat and strain the broth to remove the pieces of ginger. Makes approximately 1-1/2 qt.
Curry powder	2 Tbsp	
Coriander, ground	2 Tbsp	
Cumin, ground	2 Tbsp	
Ginger root	2 Tbsp	
Sambal Oelek, ground fresh chili paste	4 tsp	
NUTRITION FACTS Serving size: 1; Calories (kCal): 29; Protein (g): 0.5; Total Fat (g): 0.7; Sat Fat (g): 0.0; Cholesterol (mg): 0.6; Sodium (mg): 552.5; Total CHO (g): 4.9; Dietary Fiber (g): 0.7; Vitamin A (%DV): 10; Vitamin C (%DV): 1; Calcium (%DV): 2; Iron (%DV): 5		

Asian Vegetable Soup Recipe

Ingredients	Quantities	Preparation Instructions
Red Curry & Coriander Asian Vegetable Stock (made with <i>Swanson</i> Certified Organic Vegetable Broth 15635)	1-1/2 qt	<div>1. Prepare all ingredients and set up station.</div> <div>2. If broth is prepared in advance of the day of service, reheat to 165 °F. Hold broth for hot service at 140 °F or higher.</div> <div>For each serving:</div> <div><div><div>Ladle 8 oz hot broth into a 10 oz bowl.</div><div>Top broth with<div><div>- 2 Tbsp (#30 scoop) tofu</div><div>- 2 Tbsp (#30 scoop) peanuts</div><div>- 2 Tbsp (#30 scoop) carrots</div><div>- 1 Tbsp (#60 scoop) corn</div><div>- 1 Tbsp (#60 scoop) jalapeños</div><div>- 1/2 tsp Sriracha sauce</div><div>- 1 tsp cilantro</div></div></div></div></div>
Diced tofu	1-1/2 cups	
Crushed peanuts (optional)	1-1/2 cups	
Diced carrots	1-1/2 cups	
Sliced mushrooms	3/4 cup	
Whole kernel corn	3/4 cup	
Sliced jalapeños	3/4 cup	
Sriracha sauce	2 Tbsp	
Fresh chopped cilantro leaves	1/4 cup	
<div>NUTRITION FACTS Serving size: 1; Calories (kCal): 204; Protein (g): 10.2; Total Fat (g): 13.4; Sat Fat (g): 2.1; Cholesterol (mg): 0.6; Sodium (mg): 672.9; Total CHO (g): 14.0; Dietary Fiber (g): 3.6; Vitamin A (%DV): 65; Vitamin C (%DV): 28; Calcium (%DV): 14; Iron (%DV): 13</div>		

COOLING: CCP: Cool to 70°F. or lower within 2 hours and from 70°F. to 40°F. within 4 more hours. Place in shallow pans with a product depth of 2 inches or less and refrigerate or place shallow pans of product into icebath, immerse pans into ice up to product level and stir frequently. Cover and label product.

REHEATING: CCP: Reheat to 165°F. or higher for 15 seconds, within 2 hours.

Pricing, Promotions and Support Materials



Make the most of this scalable opportunity.

Below are suggestions for maximizing profit and exposure with *Campbell's® Build-A-Bowl™*.

RECOMMENDED PRICING

Retail pricing of a finished *Campbell's Build-A-Bowl* recipe varies based on region, type of operation and operator implementation. However, here are two basic examples of *Build-A-Bowl* pricing:

Display or Exhibition Cooking

Since different ingredients cost more than others, base the price on the type of ingredient and the amount used.

Self-Serve

Similar to a deli, calculate average price per ounce for ingredients and then charge patrons by the ounce or pound.

The Profit Potential of *Build-A-Bowl*.

	Soup Cost	Toppings Cost	Soup & Toppings	Selling Price	Profit
Soup*	\$0.35			\$1.75	\$1.40
Soup* with Toppings	\$0.35	\$0.31	\$0.66	\$3.25	\$2.59

*Soup cost based on an estimated average cost of Campbell's® Healthy Request® soups

FREQUENCY PROGRAM AND PROMOTIONS

Offer simple solutions for increasing customer loyalty. Start a *Build-A-Bowl* frequency program in your cafeteria (purchase 10 get one free); establish a *Build-A-Bowl* club or designate a day of the week as *Build-A-Bowl* Day.

Here are some additional promotion ideas:

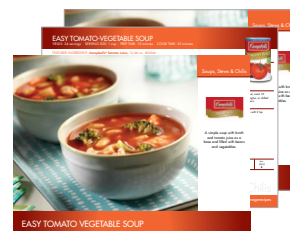
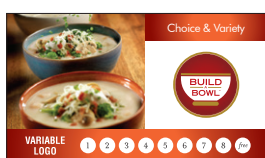
- Promote *Build-A-Bowl* as a daily special, feature two at a time or promote it once a week.
- Menu as a combo meal (include side salad or thick slice of bread with herb butter)
- Plan a grand opening and use local or in-house media to advertise
- Throw a *Build-A-Bowl* party and offer mini samples in 4-oz cups
- Offer sampling to encourage awareness, interest and trial



SUPPORT MATERIALS

Put the power of the *Campbell's* brand to work for your business. To get the tools to help build a highly profitable soup business, contact your Campbell sales representative, call 1-800-TRY-SOUP (1-800-879-7687) or go to www.campbellfoodservice.com.

Campbell's Build-a-Bowl program offers frequency cards, point-of-sale materials for your dining room and recipe cards to keep handy in the kitchen.



Campbell's Foodservice has a portfolio of products in the formats and price points you need. With hard-working brands like *Campbell's® Healthy Request®* and *Swanson®*, Campbell's Foodservice is your perfect partner. For more recipes and ideas using Campbell's products, visit CampbellsFoodservice.com.