

Students do a lot.

Our drinks do it all.



Now our beverage program covers all campus cravings.

- A source of steady energy
- A fresh way to hydrate

- A snack for every daypart
- A light and refreshing drink

- A kick of fruit on the move
- An easy way to get greens



Your snacks need to move.

27% of Americans now consume beverages as a snack,¹ and college students are facing an increasingly busy work-life balance. Our full line of V8® beverages, including +Energy® and the new +Hydrate, is perfect for all moments of consumption—be it an early-morning refreshment, a midday pick-me-up or fuel for an all-nighter. V8® beverages provide students with energy and nutrition on the go.



	PRODUCT CODE	CASE PACK
V8 +Energy® Still	Peach Mango (6 Pack)	19625 24/8 oz Cans
	Peach Mango	19620 24/8 oz Cans
	Pomegranate Blueberry (6 Pack)	19624 24/8 oz Cans
	Pomegranate Blueberry	19621 24/8 oz Cans
	Orange Pineapple (6 Pack)	20195 24/8 oz Cans
	Orange Pineapple	20176 24/8 oz Cans
V8 +Energy® Sparkling	Blackberry Cranberry	22806 12/12 oz Cans
	Orange Pineapple	22808 12/12 oz Cans
	White Grape Raspberry	22807 12/12 oz Cans
V8® Red	100% Vegetable Juice	00020 48/5.5 oz Cans
	100% Vegetable Juice Low Sodium	00067 48/5.5 oz Cans
	100% Vegetable Juice (6 Pack)	17412 24/5.5 oz Cans
	100% Vegetable Juice	13804 12/12 oz PET
	100% Vegetable Juice Spicy Hot	13802 12/12 oz PET
	100% Vegetable Juice	13803 24/12 oz PET
V8® Blends (Lower Sugar)	Sweet Greens	24768 12/12 oz PET
	Healthy Greens	21796 12/12 oz PET
V8® Blends (100% Juice)	Pomegranate Blueberry	16982 12/12 oz PET
	Pomegranate Blueberry (6 Pack)	18867 24/8 oz Cans
	Strawberry Banana	15855 12/12 oz PET
	Strawberry Banana (6 Pack)	18866 24/8 oz Cans
	Peach Mango (6 Pack)	20608 24/8 oz Cans
-NEW- V8® +Hydrate	Coconut Watermelon	27082 12/11.5 oz Cans
	Orange Grapefruit	27083 12/11.5 oz Cans

Why you can believe in V8®:

- ° Adding snacks to meals for an extra fee is an easy way to boost sales, and our products provide a valuable incremental opportunity
- ° In a market where 23% of consumers ages 18–24 state that they prefer beverages with healthy, nutritional attributes, we provide fruit and vegetable nutrition in every can⁴
- ° We're delivered by Campbell's Foodservice, your trusted partner, helping you bring vegetable nutrition to more people



¹Mintel Health Affairs

²Technomic College & University Consumer Trend Report, 2017

³The NPD Group Eating Patterns in America, 2016; Technomic Consumer Trend Report, 2016

⁴Mintel Beverage Blurring US, February 2016