



CONVENIENCE SOUPS

ANY TIME,  
ANY PLACE,  
CAMPBELL'S® *is* THERE.

BE THERE FOR YOUR CUSTOMERS WITH  
**CAMPBELL'S SOUPS**  
*in MICROWAVABLE CUPS and BOWLS.*



Campbell's  
FOODSERVICE

MADE TO SERVE



# MORE CONVENIENCE *means* MORE SALES.



For today's busy customers, hunger and free time don't always line up. This means you can drive purchases by offering guests flavorful, familiar choices that are made to move.



**75%**

-OF CONSUMERS SAY-  
**FLAVOR *or* TASTE**  
IS A  
**PURCHASE-  
DRIVER  
FOR SNACKS.<sup>1</sup>**

**51%**

-OF CONSUMERS-  
SAY AN ITEM'S  
**PORTABILITY**  
*drives their*  
**PURCHASING  
DECISIONS.<sup>1</sup>**

**57%**

-OF CONSUMERS SAY-  
THAT LIKING THE  
**BRAND IS AN**  
*important attribute*  
**WHEN CHOOSING  
A SNACK.<sup>1</sup>**

# ALREADY *loved.* ALL READY TO GO.

With Campbell's® ready-to-eat microwavable soups, it's easy to offer your busiest guests high-quality, crave-worthy products from brands they know and love. Ranging from tried-and-true favorites to trending flavors, there's a satisfying soup for every on-the-move customer.

*Campbell's*

*Campbell's*  
*Well*  
**Yes!**

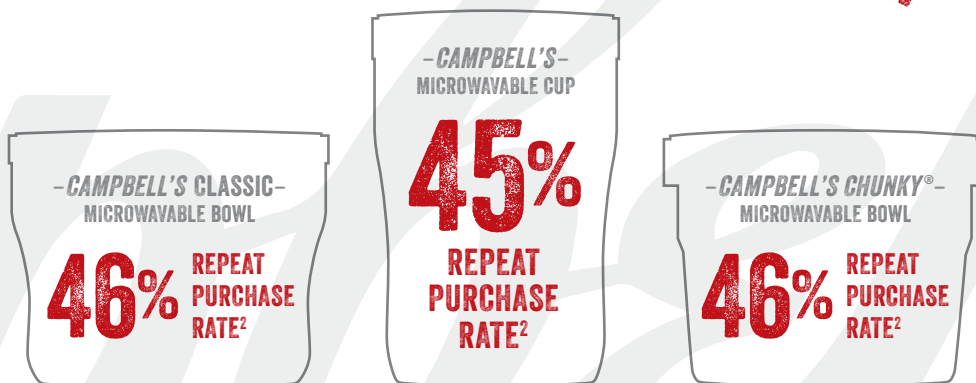
*Campbell's*  
**CHUNKY**  
SOUP THAT EATS LIKE A MEAL

*Campbell's*  
**SLOW KETTLE**  
— STYLE —

**SWANSON**

GRAB AND GO

**KEEP THEM COMING BACK.**



<sup>1</sup>Technomic, Inc., Snacking Occasion Consumer Trend Report, 2020 <sup>2</sup>IRI Latest 52 weeks ending Mar-22-2020. Total US - All Outlets IRI Data represents consumption in retail channels

For more, visit [campbellsfoodservice.com](http://campbellsfoodservice.com).



# CONVENIENCE SOUPS

## FLAVORFUL CHOICES, MADE *to* MOVE.

Campbell's® soups in microwavable cups and bowls.

Products listed in descending order, based on popularity in the U.S. market.

### Campbell's®—Microwavable Cup



|   |     |
|---|-----|
| Chicken with Mini Noodles<br>Product Code: 14982 Pack/Size: 8/10.75 oz. | NAE |
| Creamy Tomato<br>Product Code: 14981 Pack/Size: 8/10.75 oz.             | V   |
| Tomato<br>Product Code: 13736 Pack/Size: 8/10.75 oz.                    | VG  |
| Chicken and Stars<br>Product Code: 15076 Pack/Size: 8/10.75 oz.         | NAE |

### Campbell's® Well Yes!® Sipping Soups—Microwavable Cup



|  |                       |
|--|-----------------------|
| Tomato and Sweet Basil<br>Product Code: 25034 Pack/Size: 8/11.1 oz.                  | V GS Fiber NON GMO    |
| Butternut Squash & Sweet Potato<br>Product Code: 24633 Pack/Size: 8/11.1 oz.         | V GS Fiber NON GMO    |
| Sweet Corn with Roasted Poblano Peppers<br>Product Code: 24635 Pack/Size: 8/11.1 oz. | V GS Fiber NON GMO    |
| Roasted Red Pepper & Tomato<br>Product Code: 24632 Pack/Size: 8/11.1 oz.             | V GS Fiber NON GMO    |
| Harvest Carrot & Ginger<br>Product Code: 24634 Pack/Size: 8/11.1 oz.                 | V VG GS Fiber NON GMO |
| Cauliflower & Roasted Potato<br>Product Code: 27153 Pack/Size: 8/11.1 oz.            | V NON GMO             |
| Broccoli & Sweet Potato<br>Product Code: 27154 Pack/Size: 8/11.1 oz.                 | V NON GMO             |

### Swanson® Bone Broth—Microwavable Cup



|  |         |
|--|---------|
| Chicken<br>Product Code: 26934 Pack/Size: 8/10.75 oz.                          | NON GMO |
| Chicken with Turmeric and Ginger<br>Product Code: 27103 Pack/Size: 8/10.75 oz. | NON GMO |
| Chicken with Lemon and Rosemary<br>Product Code: 27104 Pack/Size: 8/10.75 oz.  | NON GMO |
| Chicken with Chinese Five Spice<br>Product Code: 27710 Pack/Size: 8/10.75 oz.  | NON GMO |
| Chicken with Moroccan Spice<br>Product Code: 27711 Pack/Size: 8/10.75 oz.      | NON GMO |

V Vegetarian VG Vegan GS Good Source of... Healthy Request®

NAE Made with No-Antibiotics-Ever Chicken Meat NON GMO Non GMO

### Campbell's® Classic—Microwavable Bowl



|  |                      |
|--|----------------------|
| Homestyle Chicken Noodle<br>Product Code: 18064 Pack/Size: 8/15.4 oz.        | NAE                  |
| Chicken Noodle<br>Product Code: 13459 Pack/Size: 8/15.4 oz.                  | NAE                  |
| Creamy Tomato<br>Product Code: 16461 Pack/Size: 8/15.4 oz.                   | V                    |
| Healthy Request® Chicken Noodle<br>Product Code: 19578 Pack/Size: 8/15.4 oz. | Healthy Request® NAE |
| Tomato<br>Product Code: 13458 Pack/Size: 8/15.4 oz.                          | VG                   |
| Vegetable Beef<br>Product Code: 16459 Pack/Size: 8/15.4 oz.                  |                      |

### Campbell's® Chunky®—Microwavable Bowl



|  |     |
|--|-----|
| Classic Chicken Noodle<br>Product Code: 14880 Pack/Size: 8/15.25 oz.                 | NAE |
| Chili Beef with Beans<br>Product Code: 15904 Pack/Size: 8/15.25 oz.                  |     |
| Creamy Chicken & Dumpling<br>Product Code: 14919 Pack/Size: 8/15.25 oz.              | NAE |
| Sirloin Burger with Country Vegetables<br>Product Code: 14879 Pack/Size: 8/15.25 oz. |     |
| Pub-Style Chicken Pot Pie<br>Product Code: 14919 Pack/Size: 8/15.25 oz.              | NAE |
| Beef with Country Vegetables<br>Product Code: 14878 Pack/Size: 8/15.25 oz.           |     |
| New England Clam Chowder<br>Product Code: 14877 Pack/Size: 8/15.25 oz.               |     |
| Chili Hot and Spicy Beef with Beans<br>Product Code: 15905 Pack/Size: 8/15.25 oz.    |     |

### Campbell's® Slow Kettle®—Microwavable Bowl



|  |     |
|--|-----|
| Tomato & Sweet Basil Bisque<br>Product Code: 17547 Pack/Size: 8/15.5 oz.         | V   |
| Creamy Broccoli Cheddar Bisque<br>Product Code: 21330 Pack/Size: 8/15.5 oz.      |     |
| Roasted Chicken Noodle<br>Product Code: 21533 Pack/Size: 8/15.5 oz.              | NAE |
| Kickin' Crab and Sweet Corn Chowder<br>Product Code: 17548 Pack/Size: 8/15.5 oz. |     |
| Baked Potato with Bacon<br>Product Code: 21331 Pack/Size: 8/15.5 oz.             |     |
| New England Clam Chowder<br>Product Code: 21327 Pack/Size: 8/15.5 oz.            |     |
| Southwest Style Chicken Chili<br>Product Code: 17639 Pack/Size: 8/15.7 oz.       | NAE |

