Trends in schools K-12

THE K-12 FOODSERVICE INDUSTRY IS MAKING MENUS CLEANER BY:

DIALING BACK SODIUM:
Low sodium/salt is the most important claim schools look for when buying canned soup for K-12.1

SERVING MORE VEGETABLES:
Soups that offer a full serving of vegetables is the second most important claim.2

FOCUSBING ON CLEAN LABEL FOODS:
58% of school districts are serving cleaner label menu options. And 39% of districts not serving cleaner label meals report they are seeking out such options.3

CAMPBELL’S new portfolio

CAMPBELL HAS REMAPPED ITS SOUP OFFERINGS TO MEET THESE NEEDS BY:

LOWERING SODIUM:
Campbell’s® Healthy Request® 50 ounce varieties have 390mg of sodium per serving.*
*Coming summer 2019

ADDED MORE VEGETABLES:
15 Campbell’s® classic soup products now offer a full serving of vegetables.

CLEANING UP LABELS:
Campbell has eliminated added MSG, high fructose corn syrup, artificial flavors and colors from artificial sources. Chicken soups are made with no-antibiotics-ever chicken meat.

Menu inspiration

Made with recrafted Campbell’s® Healthy Request® Cream of Chicken Soup, these dishes take soup beyond the bowl for exciting breakfast and lunch options.

BREAKFAST CHICKEN WRAPS
Whole grain tortillas with scrambled eggs, cheese, chicken and chicken-salsa gravy.

CHICKEN BREAKFAST BISCUIT
Whole grain biscuit with scrambled eggs, cheese, spinach and peppered chicken gravy.

BUFFALO CHICKEN MAC & CHEESE
Macaroni and cheese gets extra protein from chicken and added spice from chili powder and Buffalo sauce.

SOURCES:
1. Campbell’s K-12 Digital Survey results
2. Campbell’s K-12 Digital Survey results
3. SNA’s The School Nutrition Trends Report 2017
4. The School Meal Innovation Lab initiative, produced by Y-Pulse

Learn more about Campbell’s recrafted line of soups and check out more recipes at https://www.campbellsfoodservice.com/