



As the season
TURNS INTO
FALL,
SOUPS TURN
into **PROFITS.**



WHEN SOUP IS
 INCLUDED IN AN ORDER,
 THE AVERAGE EATER

**CHECK
 INCREASES
 BY \$4.86**

IN COMMERCIAL SEGMENTS¹

33%
 OF CONSUMERS



FIND SQUASH
 APPEALING AS A
 FALL INGREDIENT²

**BUTTERNUT SQUASH
 AND LOADED BAKED
 POTATO SOUPS**
 SPIKE IN THE FALL³



Campbell's® Signature Harvest Butternut Squash

¹NPD CREST®, Average Eater Check for Paid Occasions, latest two years, ending September 2017
²Technomic Season's Eatings, fall 2018 ³NPD SupplyTrack®, measured in pounds, latest 12 months, ending November 2017



Visit campbellsfoodservice.com/fresh-for-the-season for more information.

PAIRINGS & TIPS

BUTTERNUT SQUASH



+



OR



PINOT GRIGIO

ALE

GARNISH TIP: Try adding some crunch with roasted pumpkin seeds or using a small dollop of crème fraîche to add indulgence

POTATO



+



OR



RIESLING

IPA

GARNISH TIP: Garnish with crumbled bacon and chives for a premium finish



Campbell's® Reserve Fully Loaded Baked Potato and Cheddar

FALL *is for* TURNING OVER A NEW LEAF. AND MORE TABLES.

MAINSTAY FLAVORS FOR FALL:

APPLE, PECAN, MUSHROOM, PUMPKIN, SQUASH AND CAULIFLOWER¹

39%
OF CONSUMERS



SAY SEASONAL FLAVORS CREATE FEELINGS OF COMFORT²

Product Name		Case Code	Pack/Size	Yield
Signature Harvest Butternut Squash	V	20597	4/4 lb. pouch	256 oz.
Reserve Butternut Squash Soup with Curry	V	21112	4/4 lb. pouch	256 oz.
Reserve Fully Loaded Baked Potato & Cheddar	GF	24879	4/4 lb. pouch	256 oz.
Signature Loaded Baked Potato		20305	4/4 lb. pouch	256 oz.
Signature Cheese and Red Potato Chowder	V	14906	3/4 lb. tub	384 oz.
Signature Cream of Potato		08166	3/4 lb. tub	384 oz.
Signature Cream of Potato with Bacon		11921	3/4 lb. tub	384 oz.

GF Gluten Free V Vegetarian

¹Technomic Season's Eatings, fall 2018 ²Mintel Seasonal Dining Trends, 2017



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