



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.



# 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 BRAND AND



**75%**

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

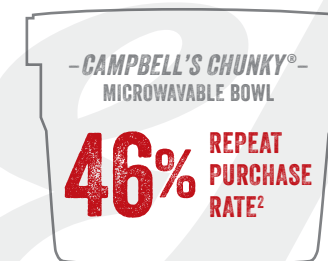
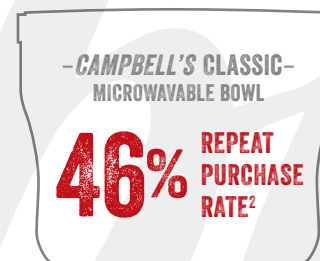
**51%**

—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>

## 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



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 Product Code: 14982 Pack/Size: 8/10.75 oz.	Customer Code	NAE
Creamy Tomato Product Code: 14981 Pack/Size: 8/10.75 oz.	Customer Code	
Tomato Product Code: 13736 Pack/Size: 8/10.75 oz.	Customer Code	
Chicken and Stars Product Code: 15076 Pack/Size: 8/10.75 oz.	Customer Code	NAE

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



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

### Swanson® Bone Broth--Microwavable Cup



Chicken Product Code: 26934 Pack/Size: 8/10.75 oz.	Customer Code	NON GMO
Chicken with Turmeric and Ginger Product Code: 27103 Pack/Size: 8/10.75 oz.	Customer Code	NON GMO
Chicken with Lemon and Rosemary Product Code: 27104 Pack/Size: 8/10.75 oz.	Customer Code	NON GMO
Chicken with Chinese Five Spice Product Code: 27710 Pack/Size: 8/10.75 oz.	Customer Code	NON GMO
Chicken with Moroccan Spice Product Code: 27711 Pack/Size: 8/10.75 oz.	Customer Code	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 Product Code: 13459 Pack/Size: 8/15.4 oz.	Customer Code	NAE
Chicken Noodle Product Code: 18064 Pack/Size: 8/15.4 oz.	Customer Code	
Creamy Tomato Product Code: 16461 Pack/Size: 8/15.4 oz.	Customer Code	
Healthy Request® Chicken Noodle Product Code: 19578 Pack/Size: 8/15.4 oz.	Customer Code	Healthy Request® NAE
Tomato Product Code: 13458 Pack/Size: 8/15.4 oz.	Customer Code	
Vegetable Beef Product Code: 16459 Pack/Size: 8/15.4 oz.	Customer Code	

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



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

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



Tomato & Sweet Basil Bisque Product Code: 17547 Pack/Size: 8/15.5 oz.	Customer Code	V
Creamy Broccoli Cheddar Bisque Product Code: 21330 Pack/Size: 8/15.5 oz.	Customer Code	
Fiesta Chicken Lime Tortilla Soup Product Code: 21415 Pack/Size: 8/15.5 oz.	Customer Code	NAE
Kickin' Crab and Sweet Corn Chowder Product Code: 17548 Pack/Size: 8/15.5 oz.	Customer Code	
Baked Potato with Bacon Product Code: 21331 Pack/Size: 8/15.5 oz.	Customer Code	
New England Clam Chowder Product Code: 21327 Pack/Size: 8/15.5 oz.	Customer Code	
Southwest Style Chicken Chili Product Code: 17639 Pack/Size: 8/15.7 oz.	Customer Code	NAE